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THE AUTHOR & JOURNALIST

WEB-WORK—WHEN

STUCK—

By Warren Hastings Miller

JUST LIKE A JUG—

By Arthur Hawthorne Carhart

BRITISH MAGAZINES FOR
BRITISH AUTHORS—

By R. Jere Black, Jr.

THE AIR, AIR-WAR STORY—

By Ace Williams

SUGGESTION IN
PLOT-BUILDING—

By William Wallace Cook

THE HANDY MARKET LIST—

Literary Market Tips of the
Month — Prize Contests —
Trade Journal Department,
etc.

December
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CONTENTS

Web-Work—When Stuck.....By Warren Hastings Miller	3
Harry Maule Discusses Editorial Taboos.....	6
Just Like a Jug.....By Arthur Hawthorne Carhart	7
British Magazines for British Authors.....	7
The Air, Air-War Story.....By Ace Williams	9
The Interpretation of Suggestion in Plot Building.....	10
.....By William Wallace Cook	12
The Handy Market List for December, 1928.....	13
The S. T. C. News.....Edited by David Rafflock	25
Literary Market Tips.....	26
Prize Contests.....	30
Trade, Technical and Class Journal Department.....	32
.....Edited by John T. Bartlett	32

ANNOUNCEMENT

OF INTEREST to all readers will be the announcement that John T. Bartlett, for the past two years editor of the Trade, Technical and Class Journal department of the magazine, has purchased a half interest in THE AUTHOR & JOURNALIST, becoming co-publisher with the founder, Willard E. Hawkins, on November 3rd, 1928. Mr. Bartlett is one of the best known business and trade-paper writers in America, and for many years has successfully conducted the Bartlett Service, a trade journal syndicate, at Boulder, Colo. He is co-author of "Retail Credit Practice" (By John T. Bartlett and Charles M. Reed, Harper & Brothers, \$5.00), just published, which is considered



JOHN T. BARTLETT

the most authoritative volume yet written on this subject, and is being widely adopted as a standard textbook.

Mr. Bartlett, in addition to conducting the trade journal department as heretofore, has assumed the duties of business manager. The principal interest of readers in the transaction lies in the fact that it is the first step toward carrying out plans which will greatly augment the scope and usefulness of THE AUTHOR & JOURNALIST. As these plans materialize in the months to come, we feel that they will be universally approved.

A TREAT in store for readers of the January issue is a practical article entitled "Cutting Down the Cost of Writing," by Edward Mott Woolley. The article was written out of a richness of experience surpassed by few, if any, American authors.

Mr. Woolley, with whose fiction and articles in *The Saturday Evening Post* and numerous other magazines readers are doubtless familiar, is the author of two books especially directed to writers, "Free Lancing for Forty Magazines," and "Writing for Real Money," the latter reviewed by Mr. Bartlett in his department this month. Concerning the article field, Mr. Woolley has this to say:

"Apparently the interest of most writers is in fiction work only. Why this should be so is hard to understand, as many of the most famous and highly compensated authors have been those writing articles or books dealing with travel, history, philosophy, economics, sociology, biography, current events, and a range of many serious subjects. The vast majority of fiction writers are never heard of. Their field is stupendously overcrowded."

"I have done a large amount of general fiction myself, but I am not desirous of pursuing this line to any extent except where I can do big fiction. This country is full of big themes, but few writers seem to look for them. I believe you would further the welfare of writers by trying to convince them of the reputations and cash that may lie in article and serious book work."

REVIEWING the contents page of this issue of THE AUTHOR & JOURNALIST we find ourselves wondering where writers could possibly obtain more authoritative help with their problems of authorship than they receive through this little monthly periodical. No academic theorizing here—every author gives us a message out of the wealth of his own practical experience. Glance over the roster of names: Warren Hastings Miller—veteran author of adventure stories appearing every month in leading magazines. Arthur Hawthorne Carhart—highly successful in the fields of short-story writing, novel writing, and article writing. R. Jere Black, Jr.—poet, short-story writer, and humorist. Ace Williams—the writing name of a prolific author who contributes eleven stories a month under contract to the air and war magazines. William Wallace Cook—probably the record-holder among present-day authors in amount of fiction published. Harry Maule—famous Doubleday, Doran & Company editor. And so it goes, month after month.

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THE AUTHOR & JOURNALIST

December, 1928

Web-Work—When Stuck

BY WARREN HASTINGS MILLER

I SUPPOSE that all of us followed, with varying degrees of comprehension, Harry Keeler's articles on Web-work Plot Construction. For myself I claim the cellar—the very lowest of all those degrees of comprehension—and will hold that position against all comers, however dense. For I am, alas! not a mathematical soul. No! I read the articles, of course. I read every word in the good little Mag. from cover to cover, ads and all. I read those articles too; with a languid eye, with a brain that probed and bunted into Keeler's theses like a blind angle-worm adrift on the wrong side of a sod of earth.

No; each to his own, said I. My own plot chart system of evolving fiction-pieces has been aired before an admiring public in these pages—notably in the September issue. It would have to do for me.

This scheme was first enunciated by Culpepper Chunn in his little book, "Plotting the Short Story," and was adapted for my personal use by adding somewhat to the major elements—Theme, and Drama. Sometimes I work out an entire story in the plot chart before beginning to write it; often I stop at about the second incident of plot development, not knowing in the least what the characters are going to do after that.

And here is where Bro. Keeler comes in. I confess I was drifting farther and farther away from him until the October issue came out with its complete exposition of the web-work system applied to one of his own novels. Now, why didn't he begin with that, said I, instead of enticing us through all those pages of preliminary exposition? The scheme entire was easy to grasp in that last article; he could then have followed with taperings-off into the lesser examples, having gripped our interest.

For writers are above all practical. They want something that they can use in their

own work. And certain laws of story development came out strongly in that last article, particularly the law that a "hero," or viewpoint character, must cross the threads of as many as possible of the minor characters quickly after the opening, his contacts with them all to be plot incidents having direct bearing on the subsequent action. Again, the graphic knotting of the threads in incidents, all the major threads to meet in a knot with the hero at the finale. These things *must* be; the graph shows that incidents must be invented through cause and effect to bring the final knot about, even if you have no notion of what they are to be. Again, the time element; how it helps to pull a nebulous story together, that calendar of events at the top of the graph! A definite progression of incidents, at definite times, and having a definite time-limit, must form your story if it is to simulate reality. Behind it is a quantity of events previous to the action that bear directly upon it. The plot threads have already crossed, in numerous incidents that must be worked into the action as the story moves on if the reader is to have any clear idea of why they do thus and so. And the story begins at a definite day and hour.

ALL of it good meat. We return to this perspiring fictioneer and his plot chart: Quite often a story goes better if you have no idea how it is going to end. The thing is full of delightful possibilities, and you are just as mystified as the subsequent reader as the story unfolds. That way lies danger—getting stuck. If you are stuck on merely the climactic incident, a day or so of leaving it to the subconscious brain will usually evolve a thriller. But suppose you are really hard aground; the story up in the air, with characters scattered all over the moon in the maze of plot and counterplot that they have

THE AUTHOR & JOURNALIST

gotten themselves into? How are they going to meet in the final scene, and what incidents must happen to bring this about? Stuck!

Ha!—Bro. Keeler and his web-work to the rescue! Let us take a Foreign Legion story of mine by way of concrete illustration. These people have gotten themselves into an inextricable mess. The tribesmen of the Grand Atlas in Morocco have pulled off a brilliant theft of all the rifles in the *poste* armory, leaving but a few in the hands of sentries and the provost guard detail. As these rifles are but useless metal without cartridges, they send in a messenger proposing an exchange of their booty for four good kegs of black powder for their long guns. The *poste* commandant agrees to this bizarre exchange, intending to spring a surprise on them and get back both the rifles and the powder by violence during the transfer. At the same time the sub-hero, who is under sentence for a *cafard* prank, begs permission to go back with the messenger to do what he can toward the recovery of those rifles, by way of expiation, since it was his prank that lost them in the first place. Well and good. Easy to work out! The commandant sends the hero of the story in disguise after the messenger and the sub-hero, to keep him in sight and stand by to help. A chain of helio men follow him at intervals, so as to report back to the *poste* just where the sub-hero is being taken by that messenger and what is happening to him. Also to report back the present location of those rifles.

Most anything could happen now! The commandant had his own scheme to carry out; the interest had switched to the hero and the sub-hero, mostly the latter. And then trouble descended upon the story like a bomb. This exchange proposal turned out to be a clever ruse by the tribesmen to raid the *poste* again for cartridges! They knew he would take the bait; would bring a large ambush party along with those kegs to the exchange place; would thus leave the *poste* nearly denuded of defenders. It was the opportunity they had maneuvered for, a surprise attack on the *poste* and make off with its ammunition for those pestilent rifles. The story promptly got into a wuzzle. The sub-hero had vanished into the tribesmen's *bordj* or citadel. The hero, watching from cover across the valley, had seen his reception, had seen that the tribesmen were all armed now with the Légion's rifles instead of their own guns, and had guessed right off, from the nature of the sub-hero's reception and the

fact of those rifles being worn on them instead of being carried to the place of exchange, that this was some obscure ruse to acquire cartridges. And the commandant was already waiting at the exchange place, a "gara," or mesa, in one of the mountain defiles. With him was a picked party of grenade-men having the four kegs, and most of the rest of the battalion, in ambush, intending to re-arm themselves during the ensuing scrimmage. It was precisely what the tribesmen wanted, and it left the *poste* open to easy attack. In fact, it was their game, from what the hero could see and guess!

Now, how was I to bring this mess together into a triumphant conclusion? The sub-hero had to make his expiation by some heroic deed. He knew all this for a certainty, being locked up in the *bordj* with the tribesmen jeering at him and telling him all about it. In fact, the main body of them had left their mountain fastness for the *poste* an hour ago. The hero could not helio back his suspicions without abandoning the sub-hero altogether, for he was far in the mountains from the main road with its chain of relay men. And the commandant was waiting blissfully at the *gara* with most of the battalion for those rifles which would never come. . . .

Wowie! Looked like a sure thing for the tribesmen! So I made a web-work. It stopped where I did, at point Crisis on the time calendar, hero watching from cover on hill, sub-hero in *bordj*, the commandant at the *gara*.

And now watch the web do its deadly work! Before the Climax, two incidents must happen: threads of sub-hero, hero, and a minor character all to meet in a knot. Result, commandant at *gara* receives warning. And, at Climax, all three major threads must meet in a final knot that solves our little difficulty concerning that raid on the *poste* now about to be sprung.

Well, the knots or incidents were not hard to invent! They grew out of the three characters and what they would do when confronted with a situation like that. I will not bother you with them; but the point is that the web-work graph told me just what threads would have to move, and when. A sure way out—when stuck!

CONTINUING with the excellencies of web-work scheme: I adopted it, next, for that *bete noir* of all authors: how to

weave a collection of short-stories into a novel. As short-stories they are nearly useless unless you have oodles of fame. Publishers fight shy of books of short-stories, from sad experience, but will be glad of a book having a major theme that can tie all of them together into some sort of progressive action. The tendency is still to remain episodic, in spite of your major theme, a collection of but slightly correlated happenings. And here the web-work graph shines.

I had a collection of eighteen short-stories around the same set of characters that was well received, and there came a howl from publishers to do them into a book. Well and good. Nine of them went together, with very little weaving, to make a novel of the careers of two principal characters toward the goal of their respective ambitions. ("Ensign Wally Radnor, U. S. N."—*Appletons*.) A flimsy major theme; but enough to hold the book together. But the second nine! They remained episodic, in spite of all efforts to weave them, and the resulting book was turned down for that reason.

What to do? Sent from Heaven, Keeler's graph of "The Voice of the Seven Sparrows!" With that as a model I began to weave those nine utterly unrelated stories, having only the same set of characters and with new ones bobbing up now and then. The novel was to be a Navy yarn, action laid on a dreadnaught—the dear old *Utah*, of which I was Reservist Gunnery Officer once, masquerading under the name *Montana*. First, that column of characters and things under "Story Begins." A double-ruled line for the hero, or viewpoint character, so I wouldn't lose track of him. A heavy black line for the Opposition, the "Blue Book," those printed Regulations for the U. S. Navy that are such a trial for young officers. Above the hero came the four principal characters on his side of the fence, four young officers of the Steerage Mess. Below the Black Line, seven senior officers who were, to put it mildly, more or less interested in seeing to it that the Regulations were learned and obeyed. Then the time-element at the top of the graph. How long was to be this action? Its date? About one month; date, the season of record battle practice, October 1st to November 1st. I felt better then; these nebulous stories all had to happen within definite known dates. I was getting somewhere in whipping this book together!

Next, previous action. The threads crossed in numerous episodes before the story began. It was easy to hunt them out from the existing short-stories and to cross the lines, also to note where they *ought* to be tipped in if not already there. And, as this action was to occur on a moving stage like a dreadnaught, a time-table of her movements was ruled across the bottom of the graph.

We are ready to weave. First-off the hero must cut across the lines of all four of his messmates, according to the Keeler law. Each of them have their own ambitions, their several inhibitions due to character and the Regulations. It was obvious that the Regulations, backed by the senior officers, would produce the drama. That heavy black line moved next. It went up to Incident 2, Incident 1 being an introductory chapter on the hero's side of the fence, their ambitions and personal inhibitions, and information about them belonging to Previous Action. At 2, first clash of one of the minor characters with the Regulations. Hero's line cuts down to the knot, senior officer involved cuts up, and we have the first knot. Date, October 1st. That story, "The Flareback" fits it, a story about that minor character and ending triumphantly; but this time we leave it up in the air—downed by the Regulations in spite of his heroism. We have Chapter II, and suspense.

The Black Line moves on, hero's line moves on and comes to the third knot, where a second minor character runs afoul of the Regulations. The captain of this dreadnaught is a typical martinet and a trial to the Steerage's soul! Downed again; most unjustly, in spite of heroism of minor character, his chums, and the efforts of the hero. The original happy ending had to be changed for suspense. Easy to do, martinet being what they are. As this book is to have ten chapters, it becomes obvious that each of the minor characters is due for two clashes—the hero figuring prominently in both—minor character floored first time, coming out on top second time, if he is to go out of the story. Hero needs three chapters; the last the final settlement of this martinet business and the achievement of his personal ambition in material things besides. We weave on, selecting stories that fit. We throw out one entirely, as out of the pic-

THE AUTHOR & JOURNALIST

ture. And the completed graph shows that we need two new stories besides the introductory chapter to make a well-knit book of it. Also it hints at the action needed for those new stories, tells which minor character is to figure with the hero in the center of the action—in a word, presents you with two brand-new story ideas that you had not dreamed of before. Selah! We write them, and send them as short-stories to the magazine that is running this series, altering the "happy ending" for the change in the book to keep up suspense.

Let us look over things a bit: We had nine short-stories that were but distant cousins, so to speak. We now have eight, and we know just what to do with them to whip them into a book; we have two new story ideas; and we are ready now to arrange our stories in a sequence of chapters.

MECHANICAL. So is the plot chart. But I question whether it is not better to do some logical, definite planning on

a story beforehand than just to muddle and ruminate along in a fog of ideas that may not jibe when you want them to. Spontaneity, with me, is entirely a matter of the subconscious brain. When the thing I play chess with refuses to produce any idea that has force and unexpectedness, I let it go till next morning. The idea wanted is *there* when I step into the little shop! It has evolved itself out of that mysterious region, the subconscious brain. A plot chart cannot but be vague, a guide. The definite and spontaneous ideas that work it out come from God knows where. But they will be there—if the last thing you think of at night is that story! And, incidentally, as the cure for Kempton's "Dread Disease," discussed in the October issue, why not try a web-work or a plot chart—and keep going? A holiday would simply turn *me* back into what I really am at heart, a sailor, an outdoorsman, and a fusser with carpenter's tools.

HARRY MAULE DISCUSSES EDITORIAL TABOOS

Dear Mr. Hawkins:

I want to tell you that I was very much interested in your editorial in the October issue of *THE AUTHOR & JOURNALIST* commenting on my statement that "the Western story has showed a dangerous tendency to become stereotyped," and your reply that if this is so it is the result of editorial taboos and inhibitions.

I am inclined to agree that there is a great deal of truth in what you say. However, on our own fiction magazines, *Short Stories*, *West* and *Frontier Stories*, we have made a sincere effort to keep down the number of such "don'ts" and "musts" so as to give the author's imagination and spontaneity the freest possible play. Even so, in your intelligently selected list of taboos I see a number of things that have appeared in our own letters of rejection from time to time.

I don't know how it is with other magazines for I am speaking solely for our own three fiction publications. With us, however, every one of these so called taboos is dictated, not by the editor but by the public. I find that a good many writers seem to think that these inhibitions are whims of the editor—that they come from his inner consciousness. Such is not the case with us. These things come from a carefully studied analysis of the public, said analysis being made by various ways at our disposal. With the magazine situation as it is at the present time, it is impossible to make a magazine for the whole public. Every magazine must specialize to a greater or lesser extent. It is pretty well understood among the all-fiction magazine writers that we are appealing to a certain large sector of the public and that that sector overlaps other magazine fields, as for instance in

the case of the professional man or the big business executive who reads a pulp paper magazine to take his mind off his weightier troubles.

You state that the writer, faced with the necessity of selling his stories, becomes stereotyped because of these inhibitions and taboos. Only a part of my reply is that these taboos and inhibitions are dictated by the public. The other point is this: That while we heartily sympathize with the effort of the writer to sell his stories, we are also faced with the necessity of making successful magazines and we are, therefore, trying, even with the slight handicap of these taboos which are laid upon us by our public, to get stories which are different, fresh and unhackneyed.

Up to a certain point *some* authors frankly say they are not concerned with the success of a magazine just so they get the price they want for their stories. In such cases they are not looking far enough ahead. If the magazines are poorly edited and don't please the public they will shrink in circulation and will very soon pass out. Magazines can operate on red figures just so long. Therefore, here in this office while we are trying to keep down the number of taboos, we feel that we serve ourselves and the authors best by doing all we can to make a more successful magazine. Thus our first duty is to please the public and to increase our circulation so that we can pass on a fair share of the increased revenue to the authors. The only way we can do that is by being cleverer than the inhibitions of our public and by avoiding the stereotyped story in every possible way.

Yours very sincerely,

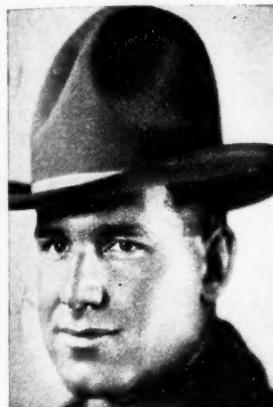
H. E. MAULE,
Editor, *West*, *Short Stories*, *Frontier Stories*.

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ARTHUR H. CARHART

Just Like a Jug

BY ARTHUR HAWTHORNE CARHART

WRITERS who work at it and jugs are just a lot alike—in some respects.

If a jug gets something working inside of it, and there is a pressure produced, then there must be some outlet for that which worketh within. So a writer will get something "brewing" inside of him

and he just has to get it out or there will be some sort of a back-slap blow-up.

I suppose some writers get full just as jugs too. And they bubble over and feel as though they had powerful cheer or other potent strength encased within their clay walls. Undoubtedly they also get empty; plumb drained dry. Not a drop of power to charm, to create romance, to throw a cloak of illusion over the every-day and to lead afield those who would quaff from their outpourings and for the time forget the rent man, the butcher's bill and the fellow who has threatened to take the victrola back unless he gets real money on it pretty soon.

Let us consider the empty jug; or rather the writing fellow who feels the power within him drain out after he has worked about so long and can't seem to get hitting the ball, or the typewriter keys, in the same manner that he has in the past. He can always tell it, when the rejections begin to come from stand-by markets and old friends. Of course those editor friends and the same

old markets would be glad to welcome manuscripts from the "drained out jug" if they had the old sparkle, the old headiness, the old tang that takes the reader out of himself and away to rosy fields bedecked with glamorous happenings. But they cannot be expected to get right enthused over a drained-out writer any more than they can get wildly enthusiastic over an empty jug.

How fast is your output? That's a question to ask pretty seriously. Is your output pulling story juice from you too rapidly? Some of the fellows I know work at writing as much as eight hours a day steady. They land on title pages too. But every now and then they will show up at a luncheon pow-wow looking as if they had come in from the funeral of their pettiest pet brain child. They slump down and remark: "Gosh, I don't know what is the matter with me lately. Don't seem to get going. Another rejection today; two yesterday. I feel as if I'd lost the old punch!"

INVARIABLY the little bit of questioning that follows shows that they have simply wrung out the stored up supply of ideas. They are like a jug that has been tilted often and long. There is no more ardent spirit in them. It is just an impossibility to keep pouring out, pouring out, continuously, without pouring in some of the time. And when a fellow is working at the writing game a regular eight-hour, union scale, writing day, he cannot expect to remain filled up with ideas all of the time. Nor is there any supply within a man which will forever keep pouring out ideas that are worth consideration without some filling-up process.

The fellow who is going to devote all of his time to writing, or rather who is going to depend on it for his livelihood, faces a real problem as to just how he is going to

maintain the balance of inpouring and outpouring. The writer who is working on a part-time schedule is not so likely to go stale from lack of material or fresh viewpoint. His contacts in business day by day keep him brushed up, give him new outlooks by learning the viewpoint of others. Sitting in the editorial offices of *Blue Book* one day, Donald Kennicott, who has seen a vast amount of the writing game through seasons of editorial work, told me of a typical case in which the writer had been working at some business and writing as an avocation. The boy was good. His work showed promise. He decided to punish the typewriter on a full-time basis. For six months his output still held much of the old vigor and snap. Then he slumped. He had poured out all he had stored up within him.

Partly discouraged, he went back to handling some commercial work. He kept up his writing, however. In no time at all the old zip came into his work. Now he knows what he must do to keep the pouring-in process going. He must have some other interests than pecking at a typewriter all of the time. He must get business contacts. He must work with other people. Working with them he will know them and their problems. And knowing them he can write entertainingly about them.

So, I suggest, there is a problem for the fellow who may contemplate full time authoring or who may be in it and feel himself slipping a little—going stale. He may find the solution in doing as did the fellow that Kennicott told me of. Or he may do as one of our best known Denver writers of Western stories does. This latter man has not gone back into any form of regular commercial business but he has hooked up with the Big Brother movement, has dived into one or two other things which brings him in contact with people and their problems, and has found that with all of the time this takes, he can hammer out better and more written matter than he could by a steady eight hour application to typing.

ONE source of keeping the scribbler-jug replenished is certainly just ordinary contact in the workaday world with people and what they are doing—their work, problems, hopes, hates.

Travel is another certainly. There is always the impulse to "tell the folks back

home." And of course the folks in the "states" like to hear. We read Warren Hastings Miller with considerable gusto because much of his material is a well-turned letter from our buddy who knows his Orient. The plots are good, sure. But the pep in those stories comes from the flavor that is there due to the inpouring of Malay-China-Burma lore that Miller has taken within himself, let ferment, and then given to us in his story.

But not everyone can go trotting off to the far by-paths of beyond to get filled up with stuff that will stew into stories. I'd like myself to go to some wild unwashed section of nowhere with Miller or anyone else of his model and caliber, just to get a whole slather of stuff stored within me that will come pouring out later in something that is readable and entertaining. But, gosh, rail tickets and steamboat fares cost money and, as I believe I mentioned earlier, there are men who insist that you keep up the payments on the car, or the victrola, or the old homestead, or something at any rate. So for some the best way to keep on our toes is through contact with those things happening around us all of the time. If we can write we can put them into interesting stories; stories that will sell.

There is still another easily secured source of the material that can be taken into the think-tanks of story ferment with some chance of coming out as strong spirits of sagas. That is the published fact material that exists in such bewildering array. Recently I have acquired a nearly-complete set of Bancroft, that comprehensive, inclusive, exact, dry-as-dust, wild as a Western, history of the West. Packed in its pages are all of the authentic data one may need to write of the periods covered. To bolster that up there are references galore. One evening's excursion into any one of the thirty-nine volumes will uncover a half dozen plot germs and give a lot of other relative material that can go into your story. Certainly there is not the market for this historical material that will absorb any amount of yarns with the exact setting and time that one would have to use if taking a story direct from Bancroft. But it happened to humans once. It can all happen again today. Humans are not so very different. Somewhere conditions and situations could

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be parallel to those recorded in the history. Take what can serve, change it, remodel it, bring it up to date, or even put it in some mythical future. It still will be a story if the story is there.

Any writer working at it who does not have some good background of reference and fact material that he can browse in whenever he must browse is decidedly handicapped.

After all, a writer is, in many respects, first an entertainer so that those who would read will not find him an insufferable bore. And second he must be an interpreter of life, a presenter of ideas and thoughts. If his work takes him too much away from sources of information as to life happenings, then he is bound to go stale. His horizon is limited. He gets bogged down in a deadly routine race-track bordered by stereotyped plots, and his people and situations lack the breath of life.

There are at least three sources, perhaps more, from which you can fill up the old jug containing your ideas when you begin to feel it getting light and empty. One certainly is getting out into everyday life, somewhere, somehow, and being a part of it for a portion of your time at least. You can do that

in everyday business near at home, can take time out and go for a little trip into the hills, to the lakes or into the city. Or you can "travel." And the other very valuable field for getting material to put into your fermentation cells is from good sound fact books and magazines.

ONE might as well recognize at once that it is impossible to keep pouring out of either the reservoir of writer's ideas or a jug of ardent spirits as a continuous action without there sometime coming a point where ideas or juice in the jug, either one, will go dry. There must be some pouring in of materials to go through the fermentation process before they can come out in any volume as things with life, potency, sparkle. Part of the job of authoring, then, is keeping the old think-tank filled up with materials from which can be mixed the spirits of stories. And the fellow who does not recognize this and take due precautions to do this, in a systematic way, will occasionally or often find himself in the fix of Old Mother Hubbard when she went to the cupboard.

Moral: It's a wise brewer of yarns who knows his own mash!



British Magazines for British Authors

BY R. JERE BLACK, JR.

AN item in THE AUTHOR & JOURNALIST'S Literary Market Tips for September aroused my keenest interest. After announcing the launching of *Britannia*, an important new weekly which is being brought out in London, the item continues:

"It probably will offer little market to American writers since the assertion is made that 'everything going into it, from machinery to brains, is British. British writers are now getting such high fees from American publications that they are compelled to write as Cosmopolitans. Now, for the first time, a British publication is able to pay their market price and make it worth their while to write as Britons.'"

Consider the cool British logic of this announcement—typically insular in its insolence. Because American publications are paying British writers such high fees, ergo the only high-paying British publication will

bar American writers. Sweet reciprocity. Hands across to seize, et cetera.

The economic selfishness behind this bit of sophistry would make anyone but a Briton laugh.

However, it really is no laughing matter. The attitude of mind betrayed is typical of Europe.

The writer of this article recently lived two years in England.

During the early part of his stay there he hopefully investigated numbers of British magazines as to their receptiveness in regard to contributions. Almost invariably he encountered the same response, tempered with varying degrees of "old-world courtesy"—and evasiveness—but all to the same general purport:

"We prefer our material to be furnished by British writers. American in setting and

atmosphere, when necessary, but preferably written by Britons."

To balance this attitude, consider that of our American editors and publishers. How eagerly we crowd our magazines and book stores with the work of foreign writers!

Have you ever stopped to consider the number of these outside writers which American publishers discover? And not only discover, but feature? Naturally, at the expense of American writers.

In the September issue of *The Writer*, Lord Dunsany tells how he and his works were hooted in England and given their first hearing in America. A man named Kipling could tell the same tale. So could Sir Arthur Conan Doyle. So could the shade of Robert Louis Stevenson. An American publisher bought "Treasure Island" after that masterpiece had been hawked in vain all over England. Rabindrinath Tagore, Blasco Ibanez, Maxim Gorky, myriads of foreign authors—not only the British—have been given their first encouragement in America.

But point to any American author of note being actually "discovered" in England, or any other foreign country. To be sure, Mark Twain was given a degree by Oxford—yes—but not until Mark Twain was already famous in America.

Further examples of our popularity in European circles could be supplied without end. In fact, Sir Arthur Conan Doyle seems one of the few authors who have not, in some way or other, derided us.

BUT to return to our muttons, i.e. foreign publications. Canadian, for instance. Query almost any one of them—*Canadian Magazine*, *Canadian Bookman*, *Canadian Countryman*, et cetera, and you will find the same old story. Every one of them desires its material to be Canadian in tone, and almost all of them specify *by Canadian authors*. *Canadian Stories*, Deseronto, On-

tario, announces that while it will take any type of story up to ten thousand words, they must be by *resident Canadian writers only*.

And yet *The Atlantic Monthly* pays out its \$10,000.00 prize to the author of "Jalna"—a Canadian. However good this prize book may be, nevertheless it was chosen at the expense of some American writer.

Of course, you may contend that "Jalna" must have been a better book than any submitted by Americans. Doubtless. But that is not the point. The point is—*would they do the same for us?*

I am not quibbling at the foreign attitude of protecting their own writers. Protection of home talent is most praiseworthy. Why not do a little of it ourselves?

You doubtless recall the action taken last Spring by the American Actors' Equity Association. American Thespians had been barred from appearing on British stages except under rigid numerical and pecuniary restrictions. So the American Actors' Equity Association retaliated by enforcing the same restrictions against British actors over here.

Ensued a great hubbub. British producers were extremely outraged that we should presume to employ their weapons. But the Association held firm. And the matter finally ended by the bans against Americans being removed!

All right. We have an American Authors' League, haven't we?

Verb. sap.

Let's quit being oil cans for the world.

Let's quit encouraging foreign talent and encourage a little of our own. There's plenty here worthy of encouragement.

Let's decree a strike on making foreign discoveries until the foreigners discover some of us.

Let's have American magazines for American writers. British or foreign in setting "when necessary" but preferably *written by Americans!*



The Air, Air-War Story

BY ACE WILLIAMS

WHEN Colonel Lindbergh spanned the gap between New York and Paris, and set his Spirit of St. Louis down safely on the airdrome at Le Bourget, he did more than just make a record flight.

He changed the thoughts of humanity in many ways. Where we had been content previously to scan the distant horizon on all sides for our adventure and never look upward toward the skies, we found ourselves

rather suddenly, after Lindbergh's epochal flight, looking up in that direction and wondering what it was all about. The American public became air-minded overnight, and with that air-mindedness came a change in the literary appetites of the American reader. The airman became overnight the popular hero of men's fiction. The answer is obvious to the writer who wishes to break into today's procession: Write air, or air-war stories. The field, at present, is far from overcrowded. In fact, there are not now enough air and air-war writers properly to supply the demand for those sorts of yarns. About ten writers in the United States, writing under from three to six pseudonyms each, are supplying 90 per cent of the published air and air-war stories now appearing in the various pulp paper magazines. Several new air magazines have just come out, and for each one that has come out there are at least three more planned to come out sometime within the year.

Now the reader may ask: "Well, just how do you write an air or an air-war story? And what is the difference between an air and an air-war story?"

The last part of the question will be answered first. The air story is a yarn of present day air activity. It may deal with the Air Mail, the Border Patrol, commercial flying, exploration, adventure, stunt flying, or gypsy flying adventures—in fact anything but war. The air-war yarn, as its name implies, deals with the utilization of aircraft in warfare.

And the air or air-war story is written just like any other action-adventure story. Whereas the cowboy used a horse, the airman uses an airplane; and whereas it was necessary for the writer of Western yarns to know something about a horse and cowboys, it is likewise necessary for an air or air-war writer to know his air, airplanes, and war, and something about the pilots who fly the machines. If he doesn't have first-hand experience, the writer will have to get it second hand, through research work in the library and occasional visits to airports, where he can see what he has read about. And it wouldn't hurt him any to take a few rides through the air lanes to see what it feels like. In any case, he must know something about the subject matter on which he writes. A few months ago an air story didn't have to be as realistic as it has to be now. Anything went. Authors attached wings to wheel barrows and had wheel-bar-

row pushers fly their patent contraptions—and got away with it. But that day is gone forever. The American public is too air-wise now to fall for that old bologney, and all the editors are smart enough now to know that such contraptions won't loop, and zoom, and spin as the author was wont to have them do.

I ONCE read a story in which the author had his hero seated in a DH plane (the old war-model Liberty, used but very little over the front) winging its way over the mountains of Honduras. He chanced to look back over his shoulder and saw the villain approaching behind him. The hero then grasped his throttle lever and pulled it open. The DH answered, first to 150, then 175, 200, and finally, when the villain was almost up to him, the hero gave the throttle another jerk and the DH responded with a speed of 225 miles an hour, as indicated by the air-speed indicator. Hot dog, boy! Think of the speed the villain must have been making to overtake him—and he had a Bristol.

No, reader, it couldn't have been done if the pilot had put his DH into a straight dive with the throttle full on. The top speed of the DH was not above 125 miles an hour, and it was a good one that would do that.

Such stuff went a few months ago. It won't go any more. The editors now know better. And don't have your hero twirling a lariat while standing on the upper wing of a speeding plane. I once read of that in a story. Try it yourself next time you are out in a gale that is blowing 75 miles or more per hour and see what luck you have.

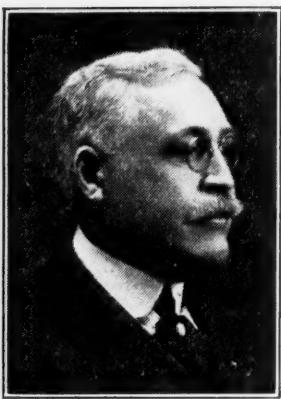
I could go on and give a long list of taboos in writing air, but I am not going to. The young writer has enough taboos now to last him a lifetime without me adding more to his store. I recite a few here to show you that it wouldn't do the least bit of harm to learn something about air first handed before you start in to write the air or air-war story. If the latter is your choice, you had better know something about war also. It is pretty hard to go out and start a private war of your own to get it, so possibly if you haven't had that experience already, you had better not try it.

But the air field is wide open. The editors are holding checks (lots of 'em) in their hands and dangling their arms above their heads, yelling in chorus: "Come and get it!"

The Interpretation of Suggestion in Plot Building

BY WILLIAM WALLACE COOK

(Author of "Plotto," "The Fiction Factory," and over 1000 short-stories, novels, novelettes, and serials.)



WILLIAM WALLACE COOK

And creation, in the sense it is meant by the term "creative fiction."

The imagination of the story teller has but one thing to work with, and that one thing is suggestion. If he works with it creatively, he interprets suggestion in terms of his own experience. Experience, of course, is the garnered wisdom of his years—events, and his spiritual reaction to events. Experience varies in all men, widely in most cases, and at least to some extent in all cases. If this were not the fact, originality in this world would be as impossible as changing the product of two times two.

An old rag of scarlet cloth, cut in the shape of the letter "A," was the genesis of Hawthorne's classic, "The Scarlet Letter"; Hugo's "The Hunchback of Notre Dame" was suggested to him by the Greek word *anagke*, Fate, which he discovered carved on one of the towers of the famous cathedral; from the suggestion that Christian progress is comparable to a pilgrimage, Bunyan interpreted "Pilgrim's Progress."

Would any of these works, some of them among the world's greatest, have found a place among the classics if the author had not interpreted his suggestion originally, or in other words creatively?

"Plotto," a book on plot construction which I have recently published, takes the position that there can be no "situation" in life, nor in fiction

THE seed of every plot is a *suggestion*. Imagination, like the sunshine and the rain, quickens the seed and causes it to sprout and grow into the perfect plant. In one respect, however, this simile is unfortunate; for a grain of corn, planted in the earth, ultimately produces other grains of corn, all alike. The process is creative only so far as reproduction is concerned; creation, in the sense of variety, is lacking.

which holds the mirror up to life, unless *purpose* actively opposes *obstacle*. The resulting conflict is the story.

In interpreting suggestion, therefore, it will be found helpful first to draw out suggestion in terms of purpose and obstacle. Here the plot-builder will particularize; and the cleverness with which he particularizes will be the measure of his success in interpretation.

I have tried many times, and with the most surprising results, a little experiment in the interpretation of plot suggestion. Almost hit-and-miss I have taken a "plot germ" out of Plotto, passed it along to many writers and asked them all to write a story around it, and to be original—that is, creative—in developing the circumstances necessary to fill out the plot in the narrative form. The result has been dozens of stories, each so different from all the others that close analysis was necessary to discover the identical suggestion from which all of them were written.

One of these "plot germs" from "Plotto" is given here, and readers of THE AUTHOR & JOURNALIST are invited to work it up into a story, supplying all missing details from their own experience:

21 *-**. B, poor and humble but pretending to be wealthy and aristocratic, meets rich and influential A, and they fall in love.

1187. A is a poor clerk who, with a limited capital, dons a dress suit and takes a "fling" in high society.

1461a. B fights a hard battle with her conscience; she finds it a losing battle, and makes an important revelation in order that she may achieve peace of mind.

358 ***-***. A, in order to win B, is compelled to confess his true rank and station.

Why does B, poor and humble, pretend to be "wealthy and aristocratic?" Why does the poor clerk, "A," don a dress suit "and take a fling in high society?" How do A and B meet, and fall in love? Why B's "attack of conscience?"

One of our greatest American short-story writers has given us a brilliant story conforming to this plot; and we, on our part, can be as original and as creative in interpreting these suggestions as was this celebrated author.

THE AUTHOR & JOURNALIST'S
HANDY MARKET LIST
FOR LITERARY WORKERS

PUBLISHED QUARTERLY AS AN INTEGRAL PART OF THE AUTHOR & JOURNALIST

DECEMBER, 1928

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q., quarterly, etc. Preferred word limits are indicated by numbers. Acc. indicates payment on acceptance; Pub., payment on publication. First-class rates, around 5 cents a word; good rates, 1 cent or better; fair rates, $\frac{1}{2}$ to 1 cent; low rates, under $\frac{1}{2}$ cent. Ind. indicates indefinite rates. Inc. indicates data incomplete. The editor's name is given last before the word rates. In the majority of cases the release of book, motion-picture, and other rights is a matter of special arrangement, so this information is not included. In general, the better-paying magazines are generous in the matter of releasing supplementary rights to the authors.

LIST A

General periodicals, standard, literary, household, popular, and non-technical, which ordinarily pay on acceptance at rates of 1 cent a word or better.

Aces, 271 Madison Ave., New York. (M-20) War-air novelettes 30,000. J. B. Kelly. 1c up, Acc.

Ace-High, 80 Lafayette St., New York (2M-20) Western adventure, sport, short-stories 3500 to 7500, novelettes 35,000, serials 65,000. W. M. Clayton. H. A. McComas. 2c up, Acc.

Action Novels, 271 Madison Ave., New York. (Bi-M-20) Action, adventure novelettes 12,000 to 25,000. J. B. Kelly. 1c up, Acc.

Action Stories, 271 Madison Ave., New York (M-20) Western and adventure short-stories 3000 to 6000; novelettes 10,000 to 12,000, boiled-down novels up to 25,000. J. B. Kelly. 1c up, Acc.

Adventure, Spring and Macdougal Sts., New York (2M-25) Adventure, Western, sea, foreign short stories, novelettes up to 35,000, serials up to 120,000. Anthony M. Rud. 2c up, verse 50c line up, Acc.

Adventure Trails, 80 Lafayette St., New York. (M-20) Adventure short-stories up to 12,000, novelettes 20,000 to 30,000, fillers up to 500, adventure ballads. Douglas M. Dold. 2c up, Acc., verse 25c line.

Air Adventures, 80 Lafayette St., New York. (M) Air adventure short-stories, novelettes, serials up to 40,000; thrilling air experience stories. W. M. Clayton; Casey Jones, 2c up, Acc.

Air Stories, 271 Madison Ave., New York (M-20) Aviation short-stories 4000 to 6000, novelettes 9000 to 12,000, serials 40,000 to 60,000, complete novels up to 25,000. J. B. Kelly. 1c up, Acc.

Air Trails, 79 7th Ave., New York. (M-20) Thrilling air short-stories, novelettes. 1c up, Acc.

American Legion Monthly, Indianapolis, Ind (M-25), Illustrated articles on or of interest to Legion members and rehabilitated veterans, 1500; short-stories, serials; occasional poems. J. T. Winterich. 2c up, Acc.

American Magazine, 250 Park Ave., New York. (M-25) Short-stories 4000 to 6000, serials, illustrated personality sketches 1000 to 2000; human-interest articles, stories of achievement. Monthly prize-letter contest. Occasional verse, Merle Crowell. First-class rates, Acc.

American Mercury, The, 730 5th Ave., New York (M-50) Sophisticated reviews, comment essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.

Argosy-Allstory Weekly, 280 Broadway, New York (W-10) Romantic, adventure, mystery humorous short-stories 2000 to 7000, novelettes up to 20,000 serials up to 80,000, verse, prose fillers up to 500. A. H. Bittner, 1½c up, Acc.

Asia, 461 8th Ave., New York (M-35) Illustrated articles, essays 1500 to 7000, personal life fact stories; exploration and true adventure; human-interest interpretation of Oriental, Russian, African life and thought; American-European relations with Orient; photos. L. D. Froelick. 1½c up, Acc.

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Comment, reviews, essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

Battle Stories, Robbinsdale, Minn. (M-25) War short-stories, 3000 to 10,000, novelettes 15,000, serials 45,000 to 60,000, ballad verse up to 32 lines. Roscoe Fawcett, Jack Smalley. 2c up, poetry 25c line, Acc.

Black Mask, 578 Madison Ave., New York (M-20) Detective, also occasional Western, adventure, short-stories 3000 to 6000, novelettes 10,000 to 15,000. Joseph T. Shaw. Good rates, Acc.

Blade and Ledger, 510 N. Dearborn St., Chicago. (M) Clean romantic, adventure short-stories, small-town background, 1000 to 3500. Wm. Fleming French. 1½ to 5c, Acc.

Blue Book, 36 S. State St., Chicago. (M-25) Western, mystery, adventure short-stories, novelettes, novels. Monthly true-experience prize contests. Edwin Balmer; Donald Kennicott, associate. 2c up, Acc.

Bookman, The, 386 4th Ave., New York. (M-50) General and literary articles, essays, 1000 to 3500, distinctive short-stories 1000 to 5000. Seward Collins. Good rates, Acc. (Overstocked.)

Breezy Stories, 709 6th Ave., New York. (M-20) Sex short-stories, 2500 to 7000, novelettes 12,000 to 20,000; light verse. Cashel Pomeroy. 1c, verse 25c line, Acc.

Brentano's Book Chat, 1 W. 47th St., New York. (M-25) Literary articles, essays, up to 2500. Bellamy Partridge. 2c, Acc.

Brief Stories, 793 Drexel Bldg., Philadelphia. (M-25) Western, war, air short-stories 5000, novelettes 10,000, occasional novels 20,000. Wm. H. Kofoed, Norma Bright Carson, associate. 1 to 2c, Acc.

Calgary Eye-Opener, Box 2068, Minneapolis. (M-25) Brief humorous stories, jokes, gags, up to 150, verse up to 6 verses, cartoons. Harvey Fawcett. \$1 to \$10 each, Acc.

Canadian Magazine, 345 Adelaide St., W., Toronto, Canada. (M-25) Personal interviews 4000, love, business short-stories 1500 to 6000. Canadian background. Joseph Lister Rutledge. 1c up, Acc.

Century Magazine, 333 4th Ave., New York (M-50) Essays 2000 to 4000; serious, travel, literary articles 3000 to 6000; short-stories 4000 to 6000, verse; high literary standard. Hewitt H. Howland. Good rates, Acc.

Charm, 50 Bank St., Newark, New Jersey. (M-35) Articles of home interest to New Jersey women 1500 to 2000. Lucie D. Taussig. 2½c up, Acc.

Children, The Magazine for Parents, 353 4th Ave., New York. (M-25) Health, child psychology, education articles 1000 to 3000, short-stories, verse, jokes. No juvenile material. 1c, Acc. Shortcuts in child raising 300, \$1 each.

Clues, 80 Lafayette, New York (2M-15) Detective and mystery short-stories 3000 to 6000, novelettes 25,000 to 35,000, serials 45,000 to 75,000. W. M. Clayton, Carl Happel. 2c up, Acc.

College Humor, 1050 N. La Salle St., Chicago. (M-35) Short-stories up to 8000, novelettes, serials, "salty" informative articles, sketches, jokes, humorous essays; gay verse, epigrams, art work. H. N. Swanson. First-class rates, Acc. Jokes \$1.

College Life, 56 W. 45th St., New York. (M-25) Sophisticated short-stories, sex interest, collegiate background. 3500 to 5000, novelettes 10,000, short humor up to 100, humorous verse up to 6 lines. N. L. Pines. 1c, verse 10c line, Acc.

Collier's, 250 Park Ave., New York. (W-5) Short-stories up to 8000, serials up to 60,000; articles, editorials. Wm. L. Chenery. First-class rates, Acc.

THE AUTHOR & JOURNALIST

Complete Detective Novel Magazine, 225 Varick St., New York. (M-25) Detective novels 60,000 to 75,000, true tales of detective work 1000 to 2500. B. A. McKinnon. 1c, Acc.

Complete Stories, 79 7th Ave., New York (2M-20) Western, adventure short-stories, novelettes, novels up to 50,000, verse. Edmund C. Richards. 1½c to 2c, Acc.

Cosmopolitan, 57th St. and 8th Ave., New York (M-35) Short-stories 5000 to 7000, romantic, problem, unusual themes; articles, personal experiences, 4000 to 5000. Ray Long. First-class rates, Acc.

Cowboy Stories, 80 Lafayette St., New York. (M-20) Cowboy, rangeland short-stories 3000 to 7500, novelettes 35,000, serials 65,000, fact items 200 to 400. W. M. Clayton. 2c up, Acc.

Cupid's Diary, 97 5th Ave., New York (Bi-M-20) Clean, romantic, love short-stories 5000 to 10,000, novelettes 10,000 to 15,000, serials 50,000 to 70,000, love lyrics. Henry Altemus. 1 to 2c, Acc.

D. A. C. News, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class rates, Acc.

Dance Magazine, The, 1926 Broadway, New York. (M-35) Articles on dancers, dancing and the stage up to 2500; essays on historical or strange dances. W. Adolphe Roberts. 2c, Acc.

Delineator, Spring and Macdougal Sts., New York. (M-10) Women's and household interests. Dramatic, human short-stories 5000, serials, articles. Oscar Graeve. First-class rates, Acc.

Detective Fiction Weekly, 280 Broadway, New York. (W-10) Detective articles, short-stories, novelettes, serials. Howard V. Bloomfield. 1 to 2c, Acc.

Detective Story Magazine, 79 7th Ave., New York. (W-15) Detective and mystery short-stories 1500 to 6000, novelettes 10,000 to 30,000, serials 36,000 to 80,000, articles on crime, etc., 300 to 2500. F. E. Blackwell. 2c up, Acc.

Dial, The, 152 W. 13th St., New York. (M-50) Short-stories, general articles, poetry; high literary standard. Miss Marianne Moore. 2c, Acc.; poems \$20 page.

Dream World, 1926 Broadway, New York (M-25) First person short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.

Elks Magazine, 50 E. 42nd St., New York. (M-20) Articles, short-stories 5000 to 10,000, serials up to 50,000. John Chapman Hilder. First-class rates, Acc. (Overstocked.)

Everybody's, Spring and Macdougal Sts., New York. (M-25) Tales of glamor, exciting action all over the world, touch of romance. Short-stories, novelettes 35,000, serials 70,000. Wm. Corcoran. 2c up, Acc.

Fame and Fortune, 79 7th Ave., New York. (M) Short-stories of business success, youthful appeal, 3000 to 5000. Ronald Oliphant. 1c, Acc.

Far West Stories, 79 7th Ave., New York. (M-20) Western short-stories 1500 to 6000, novelettes 10,000 to 30,000; 3 to 6-part serials, installments of 12,000; short articles 300 to 2500; verse. F. E. Blackwell. 2c up, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse, short-stories for boys and girls. F. W. Beckman, Mng. Ed. 1c up, Acc.

Fight Stories, 271 Madison Ave., New York (M-20) Action stories of the prize ring, short-stories, novelettes, complete novels, serials. J. B. Kelly. 1c up, Acc.

Film Fun, 97 5th Ave., New York. (M-20) Collegiate jokes, quips, epigrams up to 300, humorous verse. Curtis Mitchell. Short text 3c word up; verse 50c up line; jokes, quips \$1.50 up, Acc.

Five Novels Monthly, 80 Lafayette St., New York. (M-25) Western, adventure, sport, detective, romantic novels 25,000. W. M. Clayton, I. L. Darby. 2c, Acc.

Flying Stories, 1926 Broadway, New York. (M) Love, adventure, mystery short-stories, aeronautical background 5000 to 10,000, serials 50,000 to 90,000. Walter E. Colby. 2c, Acc.

Forum, The, 441 Lexington Ave., New York. (M-40) Comment, essays, reviews, verse, short-stories 3000 to 5000, serials. Henry Goddard Leach. 2c up, Acc.

Frontier Stories, Garden City, New York (M-20) Adventure, frontier-life, foreign short-stories 3000 to 8000, novelettes 15,000 to 25,000, novels up to 40,000; American heroes; occasional articles up to 3000, short fact articles up to 500, verse. H. E. Maule; Jefferson B. Cralle, associate. Good rates, Acc.

Fun Shop, The, 1475 Broadway, New York. Humorous department, supplied to daily newspapers; jokes, skits, verse, epigrams. Maxson Foxhall Judell. 25c to \$1 a line for verse; \$1 to \$10 per contribution for prose, Acc.

Ghost Stories, 1926 Broadway, New York. (M-25) Articles 1500 to 5000; short-stories 3000 to 7500, serials 40,000 to 60,000, preferably in first person, dealing with ghosts and the supernatural. W. Adolphe Roberts. 2c, Acc.

Good Housekeeping, 56th St. and 8th Ave., New York (M-25) Articles on women's and household interests, short-stories, serials, verse. W. F. Bigelow. First-class rates, Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human interest articles, controversial essays, short-stories, 4000 to 7000; serials up to 60,000; verse; high literary standard. Thomas B. Wells. First-class rates, Acc.

Holland's, The Magazine of the South, Main and Race Sts., Dallas, Texas. (M-10) Articles of special interest to South, women's and household interests, Southern personalities, short-stories, two or three-part stories, serials, humor, verse, children's stories. Martha Stipe. 1½c up, Acc.

"I Confess," 97 5th Ave., New York. (M-15) Emotional confessional short-stories 2500 to 5000, serials 10,000 to 30,000. Elizabeth Sharp, 1 to 2c, Acc.

Ladies' Home Journal, Independence Sq., Philadelphia. (M-10) Articles on women's and household interests; short-stories, serials, verse, humor. Loring A. Schuler. First-class rates, Acc.

Lariat Story Magazine, The, 271 Madison Ave., N. Y. (M-20) Cowboy short-stories 4000 to 6000, novels up to 25,000, serials 40,000 to 60,000. J. B. Kelly. 1c up, Acc.

Liberty, 237 Park Ave., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 100 to 5000; timely human-interest articles. Sheppard Butler. First-class rates, Acc.

Life, 59 Madison Ave., New York. (W-15) Humor and satire in verse, skits, epigrams, sketches. R. E. Sherwood. First-class rates, jokes up to \$5, Acc.

Live Girl Stories, 79 7th Ave., New York. (M-20) Clean adventure, achievement, love stories, with girl lead, 4000 to 8000, novelettes 10,000, serials 40,000 to 50,000; verse 10 to 25 lines. 1 to 2c, Acc.

Love Affairs, Robbinsdale, Minn. (M-25) First-person courtship and marriage short-stories, first-person detective short-stories with strong love interest 5000 to 10,000, articles on social problems. Sally O'Day. 2c, Acc.

Love Romances, 271 Madison Ave., New York. (M-20) Strongly plotted, human love stories 3000 to 6000, novelettes 10,000 to 12,000, serials 40,000 to 60,000. J. B. Kelly. Harriet A. Bradfield, Mng. Ed. 1c up, Acc.

Love Story Magazine, 79 7th Ave., New York. (W-15) Romantic short-stories, novelettes, serials 3500 to 80,000, verse. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, 143 University Ave., Toronto, Ont., Canada. (Bi-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Marriage Stories, 97 5th Ave., New York. (M-20) Short-stories of present-day marriage problems, middle-class characters, 2500 to 7500; serials 15,000 to 30,000. Elizabeth Sharp, 1c to 2c, Acc.

McCall's Magazine, 236 W. 37th St., New York (M-10) Women's and household interests; provocative articles 2000 to 3000, short-stories 5000 to 6000, serials. Otis L. Wiese. First-class rates, Acc.

McClure's, 221 W. 57th St., New York. (M-25) Short-stories up to 8000, serials 60,000 to 100,000; articles 500 to 800, also 2500 to 5000. James R. Quirk. First-class rates, Acc.

Mentor, The, 250 Park Ave., New York. (M-35) Educational, travel articles. 1c, Acc.

Mooseheart Magazine, 13 Astor Pl., New York. (M) Short-stories up to 3500, serials up to 30,000, feature articles. Donald F. Stewart. 3½c, Acc.

Movie Romances, 510 N. Dearborn St., Chicago. (M) True romances of film folk; articles for film fans; short-stories with motion-picture background. Wm. Fleming French. 1½c to 5c, Acc.

Munsey's Magazine, 280 Broadway, New York. (M-25) Romantic, adventure short-stories, novelettes, serials, up to 50,000. Wm. MacMahon. 1c to 4c, Acc.

Mystery Stories, 55 W. 42d St., New York. (M-25) Mystery, detective, occult, Western mystery, short-stories, two-part stories, novelettes, serials, 1500 to 20,000; articles on allied subjects. Clinton A. Faudre. 2c up, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Authoritative travel articles, illustrated. Gilbert Grosvenor. First-class rates, Acc.

New York Daily Mirror, 55 Frankfort St., New York. Love, adventure, mystery short stories 2200. Wayne Randall, fiction Ed. \$25 each, Acc.

New Yorker, The, 25 W. 45th St., New York. (W-15) Humorous, satirical articles, sketches up to 2000; clever verse, fillers. Good rates, Acc.

New York Magazine Programs, 108 Wooster St., New York. (W) short-stories, 800 to 1000. Verse, fillers, jokes, Barbara Blake. 5c, Acc. (Overstocked)

Nomad, The, 150 Lafayette St., New York. (M-35) Illustrated first-person travel articles 1000 to 2500, adventure, travel short-stories 1500 to 2500. Wirt W. Barnitz. 1c to 2c, Acc.

North-West Stories, 271 Madison Ave., New York. (M-20) Western and Northern action short-stories, limited love interest 3000 to 6000, novelettes up to 25,000, serials up to 50,000. J. B. Kelly. 1c up, Acc.

Outlook, 120 E. 16th St., New York (W-15) Comment, reviews, timely articles, short-stories up to 3000, verse. Frank Bellamy. 1½c up, verse, \$10 to \$25, Acc.

Over the Top, 79 7th Ave., New York. (M-20) Front-line war short-stories, serials; experience letters. 1c up, Acc.

Pennac News, The, Rittenhouse Squ., Philadelphia. (M) Serious and humorous articles, storyettes up to 1500, poems about 24 lines; men's interests, athletics. Harold L. McClinton. 1½ to 3½c, verse \$1 a line, Acc.

People's Home Journal, 80 Lafayette St., New York. (M-10) Articles on women's and household interests; short-stories up to 5000, serials up to 60,000. Katharine M. Clayberger; Mary B. Charlton, fiction ed. Good rates, Acc.

People's Popular Monthly, 801 2d St., Des Moines, Iowa. (M-5) Love, rural, Western, woman-appeal short-stories 5000, novelettes 10,000, serials 60,000 to 80,000, articles 500, fact items and fillers 50 to 200, jokes. Ruth Elaine Wilson. 4c, Acc.

Pictorial Review, 222 W. 39th St., New York (M-10). Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. Arthur T. Vance. First-class rates, Acc.

Plain Talk, 225 Varick St., New York. (M-35) Comment, reviews, articles, essays, verse, short-stories, sketches, attacks on fallacies, censorship, drastic legislation. G. D. Eaton. 1c up, Acc.

Popular Magazine, 79th 7th Ave., New York. (2M-20) Romantic, adventure, mystery, humor, business, Western short-stories 5000 to 9000, novelettes 45,000, serials 70,000 up; masculine appeal. Good rates, Acc.

Prize Story Magazine, 33 W. 60th St., N. Y. (M-25) Short-stories, serials. J. W. D. Grant. Good rates, Acc., and prizes.

Ranch Romances, 80 Lafayette St., New York (2-M-20) Western love short-stories 3000 to 7000, novelettes 30,000 to 35,000, serials 40,000 to 60,000, verse, fact items. Bina Flynn. 2c up, verse 25c, Acc.

Rangeland Stories, 80 Lafayette St., New York. (M) Western rapid-action short-stories 3500 to 6000, novelettes 30,000 to 35,000, serials 35,000 to 75,000. W. M. Clayton; H. A. McComas. 2c up, Acc.

Real Detective Tales, 1050 N. LaSalle St., Chicago. (M-25) Mystery, crime and detective short-stories 1000 to 10,000, novelettes 10,000 to 20,000, detective, police, crime articles 1500 to 3000. Edwin Baird. 1c up, Acc.

Red-Blooded Stories, 1926 Broadway, New York. (M) Adventure, Western, air, detective, mystery, war short-stories 5000 to 10,000, serials 75,000 to 100,000. Walter E. Colby. 2c, Acc.

Red Book Magazine, 36 S. State St., Chicago. (M-25) Short-stories, serials, interpretive feature articles. Edwin Balmer; Donald Kennicott, Arthur McKeogh, associates. First-class rates, Acc.

Review of Reviews, 55 5th Ave., New York. (M-35) Articles on politics, economics, national and social problems, travel; short summaries of foreign articles. Albert Shaw. 2c up, Acc.

Romance, Spring and Macdougal Streets, New York. (M) Romantic, adventure, action, mystery short-stories 300 to 10,000, novelettes 15,000 to 30,000, complete novels, serials 30,000 up, strong woman interest, verse. Henry La Cossitt. 2c up, Acc.

Rotarian, The, 211 W. Wacker Drive, Chicago. (M-25) Comment, human-interest articles, essays, short-stories 2000 to 4000, verse. Vivian Carter. First-class rates, Acc.

Saturday Evening Post, The, Independence Sq., Philadelphia (W-5) Articles on timely topics 5000 to 7500, short-stories 5000 to 12,000, serials up to 100,000, humorous verse, skits. Geo. Horace Lorimer. First-class rates, Acc.

Scribner's Magazine, 597 5th Ave., New York (M-35) Articles, essays, short-stories, serials, verse; high literary standard. Robert Bridges. Good rates, Acc.

Sea Stories Magazine, 79 7th Ave., New York (M-25) Sea short-stories 3000 to 10,000, novelettes up to 25,000, articles 4000 to 6000, miscellany. Lawrence Lee. 1c, Acc.

Short Stories, Garden City, New York. (2M-25) Outdoor adventure, Western short-stories 4000 to 10,000, novelettes 40,000, serials 70,000, fillers of outdoor interest, outdoor verse. H. E. Maule; Dorothy McIlwraith, associate. 2c up; verse 25c line; fillers 1c, Acc.

Sky Riders, 97 5th Ave., New York. (M-20) Thrilling air short-stories, novelettes. Harry Steeger. 1c up, Acc.

Smart Set, 221 W. 57th St., New York. (M-25) First-person, dramatic short-stories 4000 to 8000, serials 15,000 to 30,000. Wm. C. Lengel. 3c, Acc.

Smokehouse Monthly, Robbinsdale, Minn. (M-25) Humorous verse; bar-room ballads; original and reprint. W. H. Fawcett; A. F. Lockhart, associate. Epigrams \$1.50, jokes \$1.50 to \$3.00, poems Ind., Acc.

Sport Story Magazine, 79 7th Ave., New York. (2M-15) Athletic short-stories up to 10,000. Lawrence Lee. 1c up, Acc.

Spur, The, 425 5th Ave., New York (2M-50) Sport, travel, art miscellany, personalities, limited market for humor and verse, on class subjects. H. S. Adams. Good rates, Acc.

Stage Stories, 97 5th Ave., New York. Glamorous short-stories of the stage 4000 to 7000, novelettes 10,000 to 15,000, serials. Clifford Dowdy. 1 to 2c, Acc.

Strange Stories, 1926 Broadway, New York. (M) Weird, bizarre, odd fiction, first-person preferred. Harold S. Corbin. 2c, Acc.

Sweetheart Stories, 97 5th Ave., New York (2M-15) Love short-stories 3000 to 6000, novelettes 10,000, serials 35,000 to 50,000, verse 4 to 16 lines. Wanda von Kettler. 1c to 2c, Acc.

Texas Argus, The, Moore Bldg., San Antonio, Texas. (M-15) Satirical, informative, humorous, action articles, Texas background, up to 4000. Clyde Wantland. Up to 2c, Acc.

Three Star Stories, 80 Lafayette, New York (2M-15) War, air-war, sea, novelettes 20,000 to 25,000. W. M. Clayton, David Redstone. 2c up, Acc.

Top-Notch Magazine, 79 7th Ave., New York. (2M-15) Adventure, Western, sport, mystery, humorous short-stories 1500 to 8000, novelettes 10,000 to 15,000, novels 25,000 to 35,000, serials up to 70,000; verse up to 32 lines. George Briggs Jenkins. Good rates, Acc.

Triple-X Magazine, Robbinsdale, Minn. (M-25) Western, war, air, North, tropic adventure, sports short-stories 3000 to 9000, Western, war, air, novelettes 10,000 to 15,000; Western serials 45,000 to 60,000; Western ballads up to 32 lines. Roscoe Fawcett, Jack Smalley. 2c up, verse 25c line, Acc.

True Confessions, Robbinsdale, Minn. (M-25) First-person, confessional short-stories up to 5000, serials up to 16,000; articles on sex and social problems. Roscoe Fawcett, Jack Smalley. 2c, Acc. verse 25c line.

True Detective Mysteries, 1926 Broadway, New York. (M-25) True fact stories of crime, preferably with actual photos. John Shuttleworth. 2c, Acc.

True Experiences, 1926 Broadway, New York. (M-25) First-person love, romantic short-stories 5000, serials 25,000 to 50,000. Eleanor Minne. 2c, Acc.

True Romances, 1926 Broadway, New York. (M-25) First person short-stories 1000 to 8000 based on truth; true-story serials 30,000 to 60,000. Lyon Pearson. 2c, Acc.

True Story Magazine, 1926 Broadway, New York (M-25) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer. 2c, Acc.; jokes \$2 up.

Vanity Fair, Lexington at 43d, New York. (M-35) Sophisticated articles, essays on modern life, 1800. F. W. Crowninshield. \$90 up, Acc.

Vogue, Lexington at 43d, New York. (2M-35) Limited market for articles on smart women's interests. Edna W. Chase. 1c up, Acc.

War Birds, 97 5th Ave., New York. (M-20) Short-stories of war and air interest 3000 to 10,000, novelettes 10,000 to 30,000. Eugene A. Clancy. 1½c up, .cc.

War Novels, 97 5th Ave., New York. (M-20) War short-stories 2500 to 10,000, novelettes 11,000 to 20,000, novels 20,000 to 50,000. Eugene Clancy. 1½c, Acc.

War Stories, 97 5th Ave., New York. (2M-20) War short-stories 2500 to 10,000, novelettes 11,000 to 20,000, novels 25,000 to 40,000. Eugene A. Clancy, 1½c up, Acc.

West, Garden City, N. Y. (2M-15) Western and North-western "he-man" short-stories up to 12,000, novelettes 12,000 to 45,000, serials 50,000 to 75,000, fact articles up to 700, Western jokes, verse up to 20 lines. H. E. Maule; Roy de S. Horn, associate. Good rates, Acc.

Western Story Magazine, 79 7th Ave., New York. (W-15) Outdoor life in West, Alaska, and Mexico, short-stories 1500 to 6000, novelettes 10,000 to 30,000, serials 36,000 to 80,000; short articles 300 to 2500; verse. F. E. Blackwell. 2c up, Acc.

Whiz Bang, Robbinsdale, Minn. (M-25) Jokes, epigrams, humorous rural editorials, snappy verse 4 to 80 lines. W. H. Fawcett; Jack Jenson, associate. \$1 to \$3 for shorts, \$2 to \$20 for poems, Acc.

Wild West Stories and Complete Novel Magazine, 225 Varick St., New York. (M-25) Western novels 60,000 to 70,000. B. A. McKinnon, Jr. 1c, Acc.

THE AUTHOR & JOURNALIST

Wild West Weekly, 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000; youthful but not juvenile. Ronald Oiphant. 1c, Acc.

Wings, 271 Madison Ave., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 10,000 to 12,000, serials 40,000 to 60,000; complete novels up to 25,000. J. B. Kelly. 1c up, Acc.

Woman's Home Companion, 250 Park Ave., New York (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane; Maxwell Aley, fiction Ed. First-class rates, Acc.

Woman's World, 4223 W. Lake St., Chicago. (M-10) Articles on woman's interests; adventure, mystery, romantic short-stories 2500 to 5500, serials 40,000 to 50,000, short verse. Walter W. Manning. Good rates, Acc.

World's Work, 244 Madison Ave., New York. (M-35) Authoritative articles on world events up to 4000, short items of general information, national subjects. Barron Currie. Good rates, Acc.

Young's Magazine, 709 6th Ave., New York. (M-20) Sex short-stories, novelettes, 2000 to 20,000. Cashel Pomey. 1c, Acc.

LIST B

General periodicals which ordinarily pay less than 1 cent a word, or pay on publication, or which are chronically overstocked, or which offer a very limited market, or concerning which no definite information has been obtainable.

Amazing Stories, 230 5th Ave., New York. (M-25) Scientific short-stories of Jules Verne type 2000 to 15,000, novelettes 15,000 to 30,000, scientific verse. H. Gernsback. \$25 to \$50 each, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M) Short articles on domestic science, illustrated articles 2500 with 6 to 10 photos, for housekeepers; short-stories. Ind., Acc.

American Monthly, The, 93 5th Ave., New York. (M-25) Articles on international policies 2000 to 4000. D. Maier. Ind.

American Parade, The, Girard, Kans. (Q-50) Sociological, iconoclastic, liberal-viewpoint articles up to 4000. E. Haldeman-Julius. Low rates, Acc.

American Poetry Magazine, 358 Western Ave., Wauwatosa, Wis. (M-35) Verse. Clara Catherine Prince. Payment only in prizes. (Overstocked)

American Sketch, Garden City, N. Y. (M-35) Society, sport, music, drama, sophisticated comment. Reginald T. Townsend. 2½c, Pub.

American Weekly, The, 92 Gold St., New York. (W) Hearst newspaper feature section. Topical feature articles, illustrated. Serials usually by contract. Merrill Goddard. Ind., Acc.

Association Men, 347 Madison Ave., New York (M-20) Y. M. C. A. interests; general articles, personality sketches 2500 to 3500. F. G. Weaver. 1c up, Acc.

Auction Bridge Magazine, 19 W. 44th St., New York. (M-25) Non-technical, human-appeal bridge articles, short-stories, serials, verse, jokes, skits, anecdotes, miscellany. Van Vechten Hostetter. Ind., Acc.

Aviation Stories and Mechanics, 1841 Broadway, New York. (M-25) Aviation, scientific articles, short-stories 1500 to 3500; fact items, fillers; news of mechanical developments. Joe Burten. ½ to 1c, Pub.

Aviator, The, 110 W. Ave. A., Temple, Tex. (M-25) Air adventure short-stories, articles up to 3000, aero news, jokes. Horace T. Chilton. Up to 1c, jokes \$1, news ½c photos \$2, Pub. (Slow)

Babynhood, Marion, Ind. (M) Articles 1000 to 2000, simple short-stories for tiny tots, short juvenile poems. C. F. Shock. Ind., Pub.

B'nai B'rith, 9 W. 4th St., Cincinnati, Ohio. Jewish articles, short-stories 2500 to 4000, jokes, skits, anecdotes. Alfred M. Cohen, Boris D. Bogen. 1c, jokes \$2, photos \$3, Pub.

Business Woman, The, 366 Adelaide St., W. Toronto, 2, Ont. (W-25) 1500-word articles on women's successes, business problems, bright sketches, skits (no fiction). Byrne Hope Sanders. 1c, Pub.

Cabaret Stories, 1860 Broadway, New York. (M-20) Short-stories of cabarets, night life, mystery, 1500 to 7000, novelettes, serials; also detective and adventure fiction. B. L. McFadden, Beatrice May Miller. ½c up, Acc.

Canadian Home Journal, 71 Richmond St., W. Toronto, Ont. (M-10) Short-stories 3000. Housekeeping and juvenile interest articles 1500. Low rates, Pub.

Character Reading, 435 N. Michigan Ave., Chicago. (O-25) Articles on character development and analysis. Edna Purdy Walsh. Low rates, Pub.

Chatelaine, The, 43 University Ave., Toronto, Ont., Canada. (M) Articles of Canadian woman interest up to 2000, short-stories 3500. Anne Elizabeth Wilson. Ind., Acc.

Chicagoan, The, 407 S. Dearborn St., Chicago. (2M-15) Articles of interest to sophisticated Chicagoans up to 1000. Martin J. Quigley. Good rates., Pub.

Chicago Daily News, The, 15 N. Wells St., Chicago. (D-3) Sentimental, "homey" short-stories 1000, witty sketches of urban life (woman interest) 800, humorous verse, jokes, skits, epigrams, occasional serials. H. M. Davidson, feature Ed. 1c, verse \$1 to \$4, jokes \$1 to \$5, epigrams \$1, Pub. Also for weekly story section, short-stories 1200 to 2000, literary quality. 4c, Pub.

Christian Science Monitor, Boston. (D-5) Sketches, essays, articles, verse, miscellany. About 50c inch, verse 35c to 50c line, Pub.

Home Circle Magazine, 53 Kenyon Bldg., Louisville, Ky. (M-5) Country, love, domestic short-stories up to 5000. Low rates, Pub.

Home Digest, 2994 E. Grand Blvd., Detroit. (M) Family and household interests, food articles up to 1800. Leslie C. Allman. 2c up, Pub.

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Household miscellany up to 250, romantic, action short-stories 5000, jokes, verse. E. A. Weishaar. ½c to 1c, Acc.

Household Guest, 323 S. Peoria St., Chicago. (M-5) Household articles on home interests, short-stories (usually reprints), departments. James M. Woodman. Low rates, Pub.

icago. (M-10) mystery, re-told up to 50,000, tales, Acc.

York. (M-35) up to 4000, short-stories, Acc.

York. (M-20) Cashel Pome.

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½c up, Acc.)

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20) Detective
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Household Journal, Batavia, Ill. (M-5) Household articles, short-stories. \$5 a story, Pub.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household articles, short-stories (usually reprints); hints, recipes. Mrs. Ida Migliario. 1c, verse \$2.50 to \$10, jokes 50c, Acc.

Houston Gargoyle, The, 1411 Walker St., Houston, Texas. (W-15) Sophisticated articles, timely essays, skits, occasional short-stories, smart verse. Allen V. Peden. 1½c, verse 2c, Pub.

Illustrated Home Sewing Magazine, 55 W. 42d St., New York. (M-10) Illustrated needlework articles. Reprint rights. Ruth W. Spears. Ind., Acc.

Interludes, 2917 Erdman Ave., Baltimore, Md. (Q) Brief short-stories, essays, poetry. William James Price. Payment only in prizes.

JAPM: The Poetry Weekly, 107 S. Mansfield Ave., Margate, Atlantic City, N. J. (W-6) Verse. Benjamin Musser. No payment.

Judge, 627 W. 43d St., New York. (W-15) Jokes, epigrams, humorous short-stories, articles up to 300, verse, drawings. Norman Anthony. 5 to 6c, jokes and paragraphs \$3 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$5 to \$15, Pub.

Justice, 3 W. 16th St., New York. (M-free) Articles on labor problems. Max Danish. 1c, Pub.

Kiwanis Magazine, 164 W. Jackson Blvd., Chicago. (M) Kiwanis club news, articles. Charles Reynolds. Ind.

Lion's International, 348 McCormick Bldg., Chicago. (M) John D. Hill. Not in market.

Living Age, The, 280 Broadway, New York. (M-35) Articles on travel, world affairs, translations, photos. John Bakeless. Ind., Acc.

Mayfair, 143 University Ave., Toronto, Ont. (M-25) Society, fashion, sport articles, Canadian interest. J. Hubert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (M-50) Jewish short-stories, one-act plays, essays. Henry Hurwitz. 2c up, Acc.

Modern Homemaking, Augusta, Maine. (M-10) Short-stories 3500 to 5000, serials up to 50,000, family reading; home-making departments, verse. M. G. L. Bailey. 34c to 1c, verse 25c line, Acc.

Modern Priscilla, 470 Atlantic Ave., Boston. (M-20) Needlework, homemaking, housekeeping articles; one short-story per month. Stella M. Bradford. Ind., usually Acc.

Modes and Manners, 222 W. Superior St., Chicago. (M) Brief articles, children's stories, verse. Helen Royce. Ind., Pub.

Mother's Home Life, 315 S. Peoria St., Chicago. (M-10) Short-stories 2000, household articles 1000, miscellany. Jas. M. Woodman. ¼c up, Acc.

Mothers' Journal, The, 55 W. 42d St., New York. (M-15) Helpful articles on child care 200 to 800, poems. Ind., Pub.

Nation, The, 20 Vesey St., New York. (W-15) Reviews, comment, news features 1800, verse. Oswald G. Villard. Ic up, Pub.

National Magazine, 952 Dorchester Ave., Boston. (M-25) Personality sketches, reviews. Limited market. Joe Mitchell Chapple. Ind., Pub.

New Orient, The, 12 5th Ave., New York. (M) Articles on the Orient and Far East. Syud Hossain. No payment.

New Republic, The, 421 W. 21st St., New York. (W-15) Articles on current, social, political economic questions; sketches of American life 2000, exceptional verse. Herbert Croly. 2c, Pub.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult fact and fiction. Effa E. Danielson. No payment.

Opportunity, A Journal of Negro Life, 127 E. 23d St., New York. (M) Short-stories, scientific, sociological articles, poetry, negro life and problems. Chas. S. Johnson. No payment.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Short-stories, animal welfare articles up to 800, verse up to 24 lines, miscellany. Guy Richardson. ½c up, verse \$1, \$2 up, Acc.

Overland Monthly, 356 Pacific Bldg., San Francisco. Articles of Western interest, short-stories, verse. No payment.

Panorama, 33 W. 42d St., New York. (W-25) Bright informative articles 2000, interesting news photos. Ind., Pub.

Paris Nights, 1008 W. York St., Philadelphia. (M-25) Gay short-stories, Parisian background, 1500 to 3000, articles about gayer side of Paris, verse up to 16 lines, jokes. H. A. Shade. ½c, verse 15c line, jokes 50c, paragraphs 35c, Pub.

Pep Stories, 104 W. 42d St., New York. (M-25) Risqué, youthful, love short-stories 2000 to 4000, 2 or 3-part stories, installments of 4000. Natalie Messenger. ½c, light verse, 25c line, Pub.

Personality, Garden City, N. Y. (M-35) Personal sketches 2500 to 3000. Ralph H. Graves. Fair rates, Acc.

Poet Lore, 100 Charles St., Boston. (Q-\$2) Literary articles, verse, translated and original drama. Ruth Hill. No payment.

Poetry: A Magazine of Verse, 232 E. Erie St., Chicago. (M) Verse. Harriet Monroe. \$6 page, Pub.

Popular Knowledge, 55 W. 42d St., New York. (M) Entertaining, educational fact items 300 to 500; no photos; mention authorities. Irving Altman. \$1 to \$10, Pub.

Psychology, 17 W. 60th St., New York (M-25) Applied psychology, inspirational, success articles up to 3000, short stories, verse. Henry Knight Miller. 1c, Pub.

Public Affairs, 1336 New York Ave., Washington, D. C. (M-15) Economic articles. Ira Nelson Morris, Ind.

Reflex, 8 S. Dearborn St., Chicago. (M) Sociological, literary, critical articles, essays; short-stories, novelettes, verse, Jewish interests. Dr. S. M. Melamed. 1c to 2c, Pub.

Saturday Review of Literature, 25 W. 45th St., New York. (W-10) Book reviews, literary essays, verse. Limited market. Henry Seidel Canby. 1c up, \$10 up for poems, Pub.

Say It With Flowers, P. O. Box 834, Detroit, Mich. (M) Articles 400 to 1500 on uses of flowers as gifts, messengers of feeling (no garden or funeral items), verse up to 30 lines, miscellany. F. W. Leesemann. 1c, verse 25c line, Acc.

Screen Book, The, 225 Varick St., New York. (M) Novelizations of screen plays, staff written. B. A. McKinnon.

Secrets, 104 W. 42nd St., New York (M-25) Short-stories of mother-love, father-love, self-sacrifice, pathos 5000; novelettes 7000; 2 or 3-part serials, installments of 4000, verse. Natalie Messenger. ½c, verse 25c line, Pub.

Sky Birds, 120 W. 42d St., New York. (M-20) Aviation short-stories, novelettes, serials. Harold Hersey. 1c up, Ic.

Snappy Stories and Pictures, 119 W. 57th St., New York. (M-25) (Not accepting MSS. at present.)

Stars and Stripes, The, Washington, D. C. (M) Articles on soldiers' interests. Generally overstocked.

Survey Graphic, The, 112 E. 19th St., New York. (2M-25) Educational articles 3000 to 4000. Paul U. Kellogg. \$10 page, Pub.

10 Story Book, 527 S. Clark St., Chicago. (M-25) Ironic-clastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub.

Texas Pioneer, San Antonio, Tex. (M) Articles on the old and new Southwest up to 2500, short-stories up to 3000. D. J. Woodling. Ind., Acc.

Today's Woman and Home, 18 E. 18th St., New York. (M-5) Housekeeping, child-training articles, short-stories, serials, verse. Ida C. Van Arken. Low rates, Pub. (Slow.)

Town and Country, 8th Ave. at 57th St., New York. (2M-50) Society, travel articles, verse 4 to 6. Limited market. H. J. Wigham, Ind., Acc.

Town Topics, 2 W. 45th St., New York. (W-25) Stage, society, sports, travel articles, short-stories, 1000 to 1500; verse up to 20 lines, jokes, skits, epigrams, news items of stage and society. A. R. Keller. Ind., verse 25c line; jokes and epigrams \$1, Pub.

Travel, 7 W. 16th St., New York. (M-35) Illustrated, interpretative travel articles, 1500 to 5000. Coburn Gilman. Ic, \$1 per photo, Pub.

Two-Gun Western Stories, 537 N. Dearborn St., Chicago. (M-20) Western short-stories up to 10,000. Samuel Birmingham. ½c to 1c, Acc.

Under Fire, 120 W. 42d St., N. Y. (M-20) War short-stories, novelettes 15,000 to 20,000, serials 60,000; great war anecdotes. Harold Hersey. 1c, Pub.

Underworld, 551 5th Ave., New York. (M-20) Mystery and detective short-stories. Harold Hersey. 1c, Pub.

U. S. Air Services, 406 Star Bldg., Washington, D. C. (M-30) Technical, human-interest aviation articles up to 3500, short-stories, verse. E. N. Findley. Ic, Pub.

Weird Tales, 450 E. Ohio St., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 5000, novelettes up to 15,000, serials up to 40,000, verse up to 35 lines. Farnsworth Wright. ¾c up, verse 25c line, Pub.

Western Home Monthly, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.

Western Trails, 120 W. 42d St., N. Y. (M-20) Western short-stories, novelettes, serials up to 75,000. Harold Hersey. 1c up, Pub.

THE AUTHOR & JOURNALIST

Woman Athlete, The, 820 Tower Court, Chicago. (M-35) Smart short-stories up to 5000, articles interesting to women 1000 to 3000, verse. Edna I. Asmus. $\frac{1}{2}$ to 1c, Pub.

World, The Sunday, 63 Park Row, New York. (W-5) Short-stories up to 3000. Paul Palmer. 3c up, Pub.

World Tomorrow, The, 52 Vanderbilt Ave., New York. (M-25) Social, political, economic, religious essays, verse. Kirby Page. No payment.

World Traveler, 247 Park Ave., New York. (M-35) Illustrated travel articles 2500. E. M. Reiber. Up to \$40 each Pub.

World Unity, 4 E. 12th St., New York. (M-35) Philosophy, religion, ethics. Staff written. Horace Holley.

Yale Review, Yale Station, New Haven, Conn. (Q-4) Comment, reviews; political, literary, scientific articles 500 to 6000. Wilbur Cross. Good rates, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

American Farming, 537 S. Dearborn St., Chicago. (M) Practical farm and farm home articles 250, human-interest short-stories with farm-life angle 900, serials 6000, farm and seasonal verse, farm ideas, home hints. Estes P. Taylor. Up to 1c, Pub.

Breeders' Gazette, 817 Exchange Ave., Chicago. (M) Articles on livestock industry. Samuel R. Guard. \$5 col., Pub.

Canadian Countryman, 178 Richmond St., W., Toronto. Agricultural articles, short-stories. $\frac{1}{2}$ c, Pub.

Capper Farm Press, 8th and Jackson Sts., Topeka, Kan. (W. and M.) Agricultural articles; home page miscellany. $\frac{1}{2}$ c to 1c, Acc.

Country Gentleman, The, Independence Sq., Philadelphia. (M-5) Articles of interest to farmers and farm women, short-stories, serials, humorous sketches, jokes, household articles. Miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

Farm and Fireside, 250 Park Ave., New York. (M-5) Farm human-interest articles 1500, short fiction, photos. (Limited market; write first.) George Martin. 2c up, Acc.

Farm and Ranch, Dallas, Tex. (W-5) Agricultural, live-stock articles of the Southwest. Frank A. Briggs. $\frac{1}{2}$ c to 1c, Acc.

Farmer, 57 E. 10th St., St. Paul, Minn. (W) Agricultural articles, short-stories, serials of farm atmosphere. Ind.

Farm Journal, Philadelphia. (M-10) Agricultural, scenic, humorous articles 300 to 600 with photos, short-stories 1800 to 10,000, novelettes. Arthur H. Jenkins. First-class rates, Acc.

Farm Life, Spencer, Ind. (M-5) Agricultural, house-hold articles, short-stories 3000, serials 40,000, verse. George Weymouth. 1c, Acc.

Farm Mechanics, 1827 Prairie Ave., Chicago. (M-10) Agricultural articles 100 to 400. W. A. Radford. $\frac{1}{2}$ c, Pub.

Field Illustrated, 425 5th Ave., New York. (M-50) Agricultural, stock-breeding, country estates articles. R. V. Hoffman. 1c, Pub.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Dairying interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, Des Moines, Iowa. (2M) Agricultural miscellany, Inc.

Michigan Business Farmer, Mount Clemens, Mich. (Bi-W) Articles 1000 to 2000 on successful farming; occasional serials, short-stories. Milon Grinnell. $\frac{1}{2}$ c, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Ind., Pub. Cover photos, \$5 to \$10.

Poultry Breeders Pub. Co., Waverly, Ia. (Rhode Island Red Journal, Plymouth Rock Monthly, Leghorn World, Wyandotte Herald.) Poultry articles 1000 to 1200. Low rates, Pub.

Poultry Tribune, Mt. Morris, Ill. (M-15) Illustrated poultry articles 1200. O. A. Hanke. 1c up, Pub.

Progressive Farmer and Farm Woman, Birmingham, Ala. (W-5) Farm miscellany, Inc.

Standard Poultry Journal, Pleasant Hill, Mo. (M) Illustrated poultry articles, success stories, 1500 to 2000. Limited market; send outline first. Orden C. Oechslie. Up to 1c, Pub.

Successful Farming, Des Moines, Ia. (M-5) Agricultural articles usually on assignment. Kirk Fox. 1c up, Acc.

Wallace's Farmer, Des Moines, Ia. (W-5) Agricultural articles, serials. H. A. Wallace. $\frac{1}{2}$ c to 1c. Photos \$1.50. Acc. and Pub.

ART, PHOTOGRAPHY

American Photography, 428 Newbury St., Boston. (M-25) Technical photography articles. F. R. Fraprie. Fair rates, Pub.

Antiques, 683 Atlantic Ave., Boston. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. $\frac{1}{2}$ c, Pub.

Bulletin of Photography, 153 N. 7th St., Philadelphia. (W-5) Articles of interest to professional photographers 500 to 1500. Frank V. Chambers. Ind., Acc.

Camera, The, 636 Franklin Sq., Philadelphia. (M-20) Photography articles 500 to 1500. Frank V. Chambers. Ind., Acc.

International Studio, 57th St. and 8th Ave., New York. (M-75) Illustrated articles for art collectors, connoisseurs. H. J. Whigham. \$40 to \$75 per article, Pub.

Photo-Era Magazine, Wolfeboro, N. H. (M-25) Camera craft articles, photographic prize contests. A. H. Beardley. $\frac{1}{2}$ c up, Pub.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

Air Transportation, 1265 Broadway, New York. (W-15) News items on aviation; staff correspondents only; business articles on assignment only. L. A. Nixon. $\frac{1}{2}$ c, Pub.

American Aviator, Airplanes and Airports, 19 W. 6th St., New York. (M-25) Aviation articles, true air adventures, technical articles on airports, seaplanes, manufacturing and marketing planes. W. W. Hubbard. $\frac{1}{2}$ c to 1c, photos \$1 to \$3, Pub.

American Motorist, Penn. Ave. at 17th St., Washington, D. C. (M-25) Touring, traffic, auto descriptive articles, semi-fiction 1500 to 1800, verse, fact items, fillers, news items 150 to 200. Ernest N. Smith; A. J. Montgomery, Mng. Ed. 2c to 5c, Pub. 5c to 10c for verse.

Ford Dealer and Service Field, Montgomery Bldg., Milwaukee. (M-25) Ford trade articles. H. James Larkin. $\frac{1}{2}$ c to 1c, Acc.

Highway Magazine, Middletown, Ohio. Technical good roads articles 800 to 1000. Anton S. Rosing. 1c to 2c, Acc.

Motor, 56th St. and 8th Ave., New York. (M-50) Practical articles on automobile business. Ray W. Sherman. Usually \$40 to \$60 per story, Acc.

Motor Age, 56th and Chestnut Sts., Philadelphia. (W-35) Retail automotive trade articles, miscellany, photos. Sherman Swift. \$15 page up, Pub.

Motor Boating, 56th St. and 8th Ave., New York. (M-35) Motor-boating, racing, navigation articles. C. F. Chapman, Ind.

Motor Life, 523 Plymouth Court, Chicago. (M-25) Motor-ing, vacation, roads, automobile articles 1500 to 2000. William B. Reedy. $\frac{1}{2}$ c, Pub.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Non-technical illustrated aviation articles 500 to 3000. H. W. Mitchell. $\frac{1}{2}$ c to 1c, \$2 for photos, 30 days after Acc.

Rudder, The, 9 Murray St., New York. (M-35) Cruising, boating, navigation articles up to 3000. Wm. F. Crosby. 1c up, Pub.

Transportation, 656 S. Los Angeles St., Los Angeles, Cal. (M-25) Human-interest articles on transportation, humor. Limited market. Charles Dillon. 1c up, photos 50c to \$10, Pub.

Water Motoring, Tribune Tower, Chicago. (M) Articles, feature stories, short-stories dealing with outboard motors, 1500; photos. Ewart H. Ross. 1c to 2c, Acc.

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising and Selling, 9 E. 38th St., New York (Bi-W) Business articles. F. C. Kendall. Up to 2c, Pub.

American Mutual Magazine, 142 Berkeley St., Boston. (M-15) Business articles 1200 to 1400, editorials 200 to 400, short verse, jokes. Carl Stone Crummert. 1c to 5c, photos \$1 to \$5, Acc.

Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. 1c, Acc. \$1 for photos.

Bankers Service Bulletin, The, 536 S. Clark St., Chicago. (M) Articles, interviews, on banking devices, operation. John Y. Beaty. 1c up, Acc.

Barron's, 44 Broad St., New York. (W-20) Authoritative articles on financial subjects 500 to 2500. C. W. Barron, Ind., Acc.

Credit Monthly, 1 Park Ave., New York. (M-25) Articles on banking credit relations 1000. Rodman Gilder. $\frac{1}{2}$ c up, Acc.

Extra Money, 510 N. Dearborn St., Chicago. (M) High-grade business, adventure fiction with extra-money angle; true stories of spare-time money-making, photos. Wm. Fleming French. $\frac{1}{2}$ c to 5c, Acc.

Factory and Industrial Management, 10th Ave. at 36th St., New York. (M) Business miscellany. Inc.

Forbes Magazine, 120 5th Ave., New York. (2M) Business, financial articles 1500 to 3000, inspirational verse. B. C. Forbes. Ind., Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-10) Direct selling, experience articles 200 to 2500; verse. Melvin J. Wahl. ½c to 1c, Pub.

Independent Woman, The, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems 1200 to 2000, humorous business verse 2 or 3 stanzas. Helen Havener. \$10 to \$35, verse \$5, Acc.

Industrial Engineering, 475 10th Ave., New York. (M) Business, technical miscellany. Ind.

Magazine of Business, The, Cass, Huron and Erie Sts., Chicago. (M-35) Articles for executives on business policies 1500 to 3000, preferably first person by business leaders; business short-stories 1500 to 3000; illustrated fact items on problems of management 150 to 300, 400 to 800; industrial photos. E. J. Mehren. 3c up, Acc.

Management, 58 E. Washington St., Chicago. (M-25) Business articles for executives. H. P. Gould. 2c, Acc.

Manufacturing Industries, 40 E. 49th St., New York. (M-50) Illustrated articles on manufacturing operations and methods signed by executives. L. P. Alford. \$10 page, Pub.

Mid-Western Banker, 68 Wisconsin St., Milwaukee. (M) Technical banking articles 500 to 2000. M. I. Stevens. 1c, Pub.

Nation's Business, The, 1615 H St., N. W., Washington, D. C. (M-35) Business articles, short-stories 2500; verse. Merle Thorpe. Good rates, Acc.

Opportunity, 750 N. Michigan Ave., Chicago. (M-10) House-to-house and office-to-office selling articles 200 to 2500; short-stories 4000 to 8000. James R. Quirk. 1c for short material. ½c to 2c for longer, Acc.

Postage and the Mailbag, 18 E. 18th St., New York. (M-25) Direct-mail advertising articles. John Howie Wright, Inc.

Poster, The, 307 S. Green St., Chicago. (M-30) Outdoor advertising, business articles 1500 to 2000; photos. Burton Harrington. 1c to 10c, Acc.

Printer's Ink, 185 Madison Ave., New York. (W-10) (Also Printer's Ink Monthly-25.) Advertising and business articles. John Irving Romer; R. W. Palmer, Mng. Ed. Good rates, Pub.

Sales Management and Advertisers' Weekly, 420 Lexington Ave., New York. (W-20) Articles on marketing, national scope, signed by executives. Raymond Bill. 1 to 3c, Pub.

Sales Tales, Mt. Morris, Ill. (M-15) Personality articles on successful salesmen, saleswomen 2500; short-stories with sales lessons or sales backgrounds 2500, 2 and 3-part serials 2500 words per installment, fact items 300 to 1500, jokes, skits, anecdotes with selling flavor. Sam Spalding. ¾c to 1c, occasionally higher, jokes 50c and \$1, Acc. or Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Outdoor, sign advertising articles 500 to 1500. E. Thomas Kelley. 30c to 50c per column inch, Pub.

Specialty Salesman, South Whitley, Ind. (M-25) Selling, inspirational character-building articles 1000 to 5000, short-stories 2000 to 7000, serials 10,000 to 30,000. Robert E. Hicks. ½c up, Acc.

System, 660 Cass St., Chicago. (M-25) Experience articles, profit-making ideas up to 3000, short-cut items 100 to 200. Norman C. Firth. 2c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Bi-M) Articles for executives on industrial problems, interviews 1000 to 2500. Correspondents. D. C. Vandercook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (M) Articles on advertising, emphasis on results, 300 to 3000. Douglas G. McPhee. ¾c up, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, Garden City, New York (M-10) Practical articles on houses, gardens, decorating, equipment. Mrs. Ellen D. Wangner. ½c, Acc.

Architect, The, 101 Park Ave., New York. (M-5) Architectural miscellany. Walter McQuade, Inc.

Architect and Builder, 168 Roseville Ave., Newark, N. J. (2-M) Illustrated articles on building and construction. Inc., Pub.

Arts and Decoration, 578 Madison Ave., New York. (M-50) Art, home decoration, architecture, landscape gardening, music, literature, industrial art. Mary Fanton Roberts. 1c to 2c, Pub.

Better Homes and Gardens, 17th and Locust St., Des Moines, Ia. (M-10) Practical garden and home-making articles 1500. Elmer T. Peterson. 1c up, \$1 up for photos, Acc.

Canadian Homes and Gardens, 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

Country Homes, 312 W. Redwood St., Baltimore. (2M-35) Home decoration, architecture, building, landscape gardening. S. H. Powell. E. Canton. Ind., Pub.

Country Life, Garden City, New York (M-50) Illustrated landscape gardening, sport, interior decorating, building, nature articles 2000 to 2500. R. T. Townsend. ½c, Acc.

House and Garden, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright, Inc., Acc.

House Beautiful, 8 Arlington St., Boston. (M-35) Building, furnishing and gardening articles. Ethel B. Power. 1c, Acc.

Keith's Beautiful Homes, 100 N. 7th St., Minneapolis. (M-25) Illustrated architectural, interior decoration, landscaping articles 500 to 1800. M. L. Keith. 1c, including illustrations, Pub.

Save the Surface Magazine, 18 E. 41st St., New York. (M) Illustrated articles for consumers on advantages of painting, varnishing 300 to 600, verse, fillers, jokes. Jane Stewart. ½c to 2½c, photos \$2.50 to \$3, Acc.

Sunset, 1045 Sansome St., San Francisco. (M-25) Home-making, garden articles, human interest articles of Western appeal up to 1800. Miss Lou F. Richardson, Miss Genevieve A. Callahan. 1c up, Acc.

Your Home, 1926 Broadway, New York. (M-25) Practical illustrated articles on home ownership, building, gardens. Prefers to be queried. Harry J. Walsh. 2c, Pub.

EDUCATIONAL

American School Board Journal, 129 Michigan St., Milwaukee. (M-35) School administrative articles 500 to 5000, occasional jokes, humorous verse along school lines. Wm. C. Bruce. ½c to 1c, Acc.

Child Welfare Magazine, 5517 Germantown Ave., Germantown, Pa. (M-10) Educational articles up to 1500, verse. M. W. Reeve. ½c, Acc.

Industrial Arts Magazine, 354 Milwaukee St., Milwaukee subjects up to 2000, editorials 150, news items on shop courses offered. John J. Metz. ½c, photos \$2, Acc.

National Kindergarten Association, 8 W. 40th St., New York. Articles on home education, problems of child training, 450 to 600. Florence J. Ovens. \$5 each, Acc.

Normal Instructor and Primary Plans, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Popular Educator, 50 Broomfield St., Boston. (M-20) Educational articles. Ind. (Slow.)

Progressive Teacher, Morristown, Tenn. (M-25) Educational and administration articles up to 1500; plays, special-day material for schools. M. S. Adcock. \$1.50 page, Pub.

Rural School Board Magazine, Penton Blvd., Cleveland, O. (M-25) Articles of interest to rural school boards. F. L. Ransom. Ind., Pub.

HEALTH, HYGIENE

Home Economist and the American Food Journal, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. Buys very little. 1c, Pub.

Forecast, 6 E. 39th St., New York. (M-25) News features, interviews on food and health topics 1800 to 3500. Alberta M. Goudiss. 1c, Acc.

Hygeia, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles. Dr. Morris Fishbein. 1c up, Pub.

Journal of the Outdoor Life, 370 7th Ave., New York. (M-25) Anti-tuberculosis articles. Philip P. Jacobs. Ind.

Physical Culture, 1926 Broadway, New York. (M-25) Articles on health hygiene, diet, exercise; short-stories, serials. H. A. Keller. 2c up, Acc.

Strength, 2741 N. Palethorpe St., Philadelphia. (M-25) Health, hygiene, exercise, diet articles. Up to 1c, Pub.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Health and technical articles on nursing and hospital subjects 1500 to 3000. Meta Pennock. 1/3c to 1c, Pub.

MUSICAL

Etude Music Magazine, The, 1714 Chestnut St., Philadelphia. (M-25) Instructive, inspirational articles for music teachers and students 150 to 2000; jokes, skits, miscellany. James F. Cooke. \$5 column, Pub.

Harmony in the Home, P. O. Box 834, Detroit, Mich. (M) Articles on success in music, musical training 400 to 1400, verse up to 30 lines, miscellany. F. W. Leesemann. 1c, verse 25c line, photos \$1 to \$3, Acc. (Overstocked.)

THE AUTHOR & JOURNALIST

Musical America, 501 5th Ave., New York. (W-15) Music articles 1500 to 2000, jokes, skits, anecdotes. Deems Taylor. \$3.50 column, Pub.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. O. G. Sonneck. \$4.25 page, Pub.

Musician, 901 Steinway Bldg., New York. (M-25) Musical miscellany. Paul Kempf. ½c, Pub.

Singing and Playing, 113 W. 57th St., New York. (M-35) Provocative, practical articles on music, verse. Alfred Human. ½c, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M) Religious educational articles 1200 to 1400; verse 200 to 400 words. Henry H. Meyer. ½c, Acc.

American Hebrew, 71 W. 47th St., New York. (W) Jewish articles, fiction. Isaac Landman. ½c up, Pub.

Catholic World, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art articles, Catholic viewpoint, short-stories 2500 to 4500, verse. Rev. James M. Gillis, C. S. P. Ind., Pub.

Christian Endeavor World, 41 Mt. Vernon St., Boston. (W-5) Articles of religious interest 500 to 800; Romantic, adventure, mystery, humorous short-stories 3000, serials 10 to 12 chapters 3000 each. Robert P. Anderson. ½c, photos \$1 to \$2, Acc.

Christian Herald, 419 4th Ave., New York. (W-5) Religious, sociological articles; short-stories 1000; serials, verse. Daniel A. Poling. 1c to 5c; verse, 20c to 25c line, Pub.

Christian Standard, 8th and Cutter Sts., Cincinnati, O. (W) Closed market.

Churchman, The, 2 W. 47th St., New York. (W-10) Liberal Christianity articles, verse. Rev. Guy Emery Shipley, Litt. D. Ind., Pub.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication, Catholic family interests. Sociological, informative, religious articles; short-stories, verse. Myles Connolly. Fair rates, Pub.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, short-stories, verse. W. E. Gilroy, D.D. Fair rates, Pub.

High Road, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Family reading. Short-stories 2500 to 3500, serials 8 to 12 chapters, miscellany. ½c up, Acc.

Home Quarterly, 420 Plum St., Cincinnati, O. (Q-14) Religious adult educational articles 1200 to 1400; verse 200 to 400 words. Henry H. Meyer. ½c, Acc.

Jewish Tribune, The, 570 7th Ave., New York. (W-15) Articles of Jewish interest, personality stories, 1500 to 2000, short-stories 2000 to 2500, verse up to 25 lines, photos. David N. Mosessohn. ½c to ¾c, Pub.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Moral welfare articles, short-stories 1200 to 2000; serials 1200 to 1500 per chapter. Guy P. Leavitt. ½c, photos \$1.50 to \$5, Acc.

Magnificat, 435 Union St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Ind., Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M) Articles of Catholic interest, clever short-stories 1500 to 2000, photos. Lawrence Flick, Jr. Good rates, Acc.

Presbyterian Advance, The, 150 4th Ave., N., Nashville, Tenn. (W) Limited number of short-stories 800 to 2000. James E. Clarke, D.D., LL.D. \$1 column, Acc.

Rays From the Rose Cross, Oceanside, Calif. (M) Religion, occultism, Rosicrucian doctrines, healing. Mrs. Max Heindel. No payment.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (O) Biblical study articles 1500 to 2000. Edwin R. Errett. ½c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Religious articles. ½c, Acc.

Union Signal, The, Evanston, Ill. (W) Short-stories, short serials, on prohibition, law enforcement. Fair rates, Pub.

Unity, 917 Tracy Ave., Kansas City. (M-10) Christian metaphysical articles, verse. Charles and Myrtle Fillmore. 1c, Acc. (Overstocked.)

Weekly Unity, 917 Tracy Ave., Kansas City. (W-10) Articles on Christian metaphysics. Lowell Fillmore. 1c, Acc. (Overstocked.)

Youth, 917 Tracy Ave., Kansas City. (M) Inspirational articles. Ernest Wilson. 1c up, Acc. (Overstocked.)

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 1182 Broadway, New York. (M) Non-technical illustrated radio articles, thumb-nail biographies, home economics matter, 100 to 2500; radio short-stories 2500 to 3000. Fillers ½c, stories and articles up to 1c, photos \$1, Acc.

Electricity on the Farm, 225 W. 34th St., New York. (M-10) Illustrated articles on electricity of appeal to farmers up to 1000. Fred Sheppard. 1c, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City Mo. (M-5) Illustrated popular scientific, homecraft articles, shop hints, new devices, 200 to 300. E. A. Weishaar. 1c to 4c, photos \$1.50 to \$3, Acc.

Modern Mechanics and Inventions, Robbinsdale, Minn. (M-25) Mechanical, scientific articles up to 2000, inc items with photos. Roscoe Fawcett, Jack Smalley; Weston Farmer associate. Good rates, photos \$3 up, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-25) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. \$5 to \$50, Acc. (Overstocked.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles, scientific, mechanical, industrial, discoveries, human interest and adventure. L. K. Weber. 1c to 10c, \$3 up for photos, Acc.

Popular Radio and Television, 119 W. 57th St., New York. (M-25) Articles on inventions and applications of radio 50 to 6000. Ind., Pub. (Slow.)

Popular Science Monthly, 250 4th Ave., New York. (M-25) Short-stories up to 6500, serials up to 60,000; illustrated articles on scientific, non-technical, mechanical, labor-saving devices, discoveries, under 3000. Sumner N. Blossom. 1c up to 10c, \$3 up for photos, Acc.

Radio Broadcast, Garden City, N. Y. (M-35) Articles written to order. Willis K. Wing. 2c, Pub. (Overstocked.)

Radio Digest, 510 N. Dearborn St., Chicago. (Q-3) Personality articles up to 2000, photos of broadcasting artists. H. P. Brown, Ind., Pub.

Radio News, 230 5th Ave., New York. (M-25) Technical radio articles 1000 to 2500, technical radio short-stories 2000, 3000. Hugo Gernsback; Robt. Hertzberg, Mng. Ed. 2c, jokes \$1, Pub.

Science and Invention, 230 5th Ave., New York. (M-25) Scientific short-stories 2000 to 5000, serials 30,000 to 50,000. Illustrated articles on invention, popular science; numerous contests. H. Gernsback. 1c to 2c, \$1 to \$3 for jokes, Pub.

Scientific American, 24-26 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. Orson D. Munn. 2c; Dept. items 1c, Acc.

SPORTING, OUTDOOR, HUNTING, FISHING

American Forests and Forest Life, Lenox Bldg., Washington, D. C. (M-35) Popular forestry, wild life articles up to 2500, photos of forest oddities, occasional verse under 20 lines. Ovid M. Butler. \$5 up per printed page.

American Golfer, The, 353 4th Ave., New York. (M-25) Sport and golf articles up to 1500, golf short-stories up to 3000. Grantland Rice, Inc.

American Rifleman, 1108 Woodward Bldg., Washington, D. C. (M-25) Authentic gunsmithing, shooting, ammunition, ballistic articles. Lawrence J. Hathaway, Ind., Pub.

Arena, The, 2739 Palethorpe St., Philadelphia. (M-15) Boxing, weight-lifting, baseball, sport articles. Inc.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse; no fiction. F. C. Lane. ½c to ½c, Pub.

Birdies and Eagles Magazine, P. O. Box 834, Detroit, Mich. (M) Golf short-stories, articles, personality stories 400 to 1500, verse up to 30 lines, miscellany, jokes. F. W. Leesemann. 1c up, poetry 25c line, Acc.

Field and Stream, 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, up to 3500. Ray P. Holland. 1c up, Acc.

Forest and Stream, 80 Lafayette St., New York. (M-25) Camping, fishing, hunting, sportsmen's articles, short-stories. W. M. Clayton, Inc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, trapping, fur-raising articles by practical authorities. A. R. Harding, Ind., Pub.

Golf Illustrated, 425 5th Ave., New York. (M-20) Instructional golf articles 1200. Wm. Henry Beers. 2c, Pub.

Hunter-Trader-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler, Ind., Acc. (Overstocked.)

National Sportsman, 75 Federal St., Boston. (M-10) Hunting, fishing articles. Low rates, Pub.

Outdoor Life, 1824 Curtis St., Denver, Colo. (M-10) Hunting, fishing, camping, exploration articles. J. A. McGuire; Harry McGuire, associate. Up to 2c, Acc.

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Self-Defense, 1841 Broadway, New York. (M) Boxing, self-defense short-stories, articles about ring characters. Joe Burton. $\frac{1}{2}$ c, Pub.

Sports Field, 542 S. Dearborn St., Chicago. (M-20) Hunting, fishing, camping. J. C. Godfrey, Jr. Low rates, Pub.

Sportsman, The, 10 Arlington St., Boston. (M-50) Articles on amateur sports, fox-hunting, polo, yacht racing, tennis, fishing, etc., 2500 to 3000. Richard E. Daniels; Frank A. Eaton, Mng. Ed. 2c, \$5 up for exclusive photos, Pub.

THEATRICAL, MOTION PICTURE

Billboard, 25 Opera Pl., Cincinnati, O. (W-15) Theatrical news, articles. 1c up, Pub.

Exhibitors Herald and Moving Picture World, 607 S. Dearborn St., Chicago. (M) Articles on construction, equipment, operation of theaters. Martin J. Quigley, Inc.

Motion Picture Classic, 1501 Broadway, New York. (M-25) Photoplay and satirical articles. Laurence Reid. Fair rates, Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-25) Articles on motion picture business and stars. Laurence Reid. Fair rates, Acc.

Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles, brief short-stories dealing with studio life. James R. Quirk; Frederick James Smith, Mng. Ed. Good rates, Acc.

Picture Play Magazine, 79 7th Ave., New York. (M-25) Articles 1200 to 1500 of interest to motion picture enthusiasts, usually on assignment. Norbert Lusk, Ind., Acc.

Screenland, 49 W. 45th St., New York. (M-25) Feature articles, short-stories dealing with motion pictures. Miss Delight Evans. Fair rates, Pub.

Screen Secrets, Robbinsdale, Minn. (M-20) Movie interviews, features, photos. W. H. Fawcett; Edw. R. Sammis, assistant. 2c to 3c, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York. (M-50) Theatre articles 1000 to 2500. Edith J. R. Isaacs, 2c, Pub.

Theatre Magazine, 2 W. 45th St., New York. (M-35) Sophisticated articles on the theatre up to 1500. Perriton Maxwell, 3c, Pub.

Variety, 154 W. 46th St., New York. (W-25) Theatrical articles, news. Sime Silverman, Ind.

TRADE JOURNALS, MISCELLANEOUS

American Contractor, 173 W. Madison St., Chicago. (W) Building articles, news items for contractors 100 to 1000. R. D. Winstead. 1c, photos \$2.50 up, Pub.

American Florist, The, 610 W. Van Buren St., Chicago. (W-10) Sales articles for retail florists 500 to 1300. W. F. Conley. $\frac{1}{2}$ c, Pub.

American Hatter, 1225 Broadway, New York. (M-50) Trade miscellany. E. F. Hubbard. $\frac{1}{2}$ c to 1c, Acc. \$2 for photos.

American Lumberman, 431 S. Dearborn St., Chicago. (W) Trade miscellany. A. L. Ford. About $\frac{3}{4}$ c, Pub.

American Perfumer, 81 Fulton St., New York. (M) Technical, scientific articles on perfumes, cosmetics, soaps, etc. Ind., Pub.

American Resorts, 5 S. Wabash St., Chicago. (M-20) Practical resort operation articles 1000. G. P. Berkes. $\frac{1}{2}$ to 1c, photos \$2.50, Pub.

American Restaurant, 5 S. Wabash Ave., Chicago. (M-20) Trade miscellany. 1c, Pub.

American Silk Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$6 per M., Pub.

Amusement Park Management, 114 E. 32nd St., New York. (M-50) First person stories of concessionaires 500. Charles Wood. 1c, photos \$1.50 up, Pub. \$5 each for exclusive tips on new parks.

Baker's Weekly, 45 W. 45th St., New York. (W-10) Baking industry articles. 30c inch, Pub.

Bus Age, 461 8th Ave., New York. (M) Technical articles on motorbus operation, maintenance, personnel, advertising. George M. Sangster. $\frac{1}{2}$ c, Pub.

Bus Transportation, 10th Ave. at 36th St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. $\frac{1}{2}$ c, Acc. News items $\frac{1}{2}$ c.

Carbonator & Bottler, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated articles on business-building methods for bottled soft drink plants 750 to 2000. W. B. Savell. $\frac{1}{2}$ to 1c, photos 50c to \$1, Acc.

Chain Store Age, 93 Worth St., New York. (M) Trade miscellany covering administration, general merchandising, grocery, druggists' chain stores. Inc.

Chain Store Review, 1732 Graybar Bldg., New York. (M) Chain store operation articles. J. G. Donley, Jr., Inc.

Confectioners' Journal, 437 Chestnut St., Philadelphia. (M-25) Articles on wholesale and retail candy business methods. Eugene Pharo. Up to 1c, Acc.

Dairy World, 608 S. Dearborn St., Chicago. (M-10) Dairy plant, merchandising articles 1000 to 2000. E. C. Ackerman. 1c, photos \$1 to \$3, Pub.

Display Topics, 291 Broadway, New York. (M) Window-display, merchandising articles. Jerry McQuade. 1c, Pub.

Distribution and Warehousing, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. $\frac{3}{4}$ c up, photos \$2, Pub.

Distribution Economy, 420 Lexington Ave., New York. Commodity handling and movement articles. Frank H. Tate. Fair rates, Pub.

Dog World, 1922 Lake St., Chicago. (M-20) Fact articles on dogs. Will Judy. 2c, Acc. (Overstocked.)

Domestic Engineering, 1900 Prairie Ave., Chicago. Plumbing and heating trade merchandising and technical articles. 1c, Pub.

Draperies and Decorative Fabrics, 420 Lexington Ave., New York (M-25) Authenticated articles on selling and advertising decorative fabrics, photos. Prentice Winchell. Ind., Pub.

Druggist, The, 161 S. Front St., Memphis, Tenn. Helpful drug trade miscellany. $\frac{1}{2}$ c, \$2.50 for photos, Acc.

Druggist Circular, The, 12 Gold St., New York. (M) Druggist success articles. G. K. Hanchett, Ind., Pub.

Drug Jobbers' Salesman, 291 Broadway, New York. (M) Merchandising articles. Wallace Blood. 1c, Pub.

Drug Merchant, 408 W. 6th St., Oklahoma City, Okla. (M-15) Occasional articles on drug merchandising 100 to 2000. Arthur O. Fuller. 1c, Pub.

Drug Topics, 291 Broadway, New York. (M-25) Merchandising articles 1500 to 2000. Novel drug news items. Jerry McQuade. 1c and 2c, Pub.

Drug Trade News, 291 Broadway, New York. (W) Drug news, national interest. Jerry McQuade, Inc.

Dry Goods Economist, 239 W. 39th St., New York. Dry goods trade articles. C. K. McDermut, Jr. 1 to 2c, Pub.

Drygoodsman, The, 16 Locust St., St. Louis. Merchandising ideas for department stores, interviews preferred, to 600 or longer; illustrations. Mills Wellsford. 1c to $\frac{1}{2}$ c, \$1 to \$3 for photos, Acc.

Dry Goods Reporter, 215 S. Market St., Chicago. (M) Illustrated articles on merchandising policies by store departments 300 to 500, occasionally 800 to 1000. Photos of buyers, department heads and window displays. F. E. Belden. 1c, photos \$2 to \$3, Pub.

Editor & Publisher, 1700 Times Bldg., New York. (W-10) Newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.

Electrical Dealer, 360 N. Michigan Ave., Chicago. (M) Articles on retail merchandising for electrical supply dealers up to 2000. E. C. Bennett. Up to 1c, Pub.

Excavating Engineer, The, South Milwaukee, Wis. (M) Illustrated excavating articles. \$4 column, photos \$1, Pub.

Food Profits, 40 E. 49th St., New York. (M-25) Illustrated hotel restaurant operation articles, short "short-cut" items, human-interest articles, confessions with constructive slant 1500. Ray Fling. 1c up, Acc.

Furniture Age, 2225 Herndon St., Chicago. (M-25) Illustrated articles on practical methods of furniture merchants 500 to 1500. J. A. Gary. 1c, \$2 for photos, Pub.

Furniture Index, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on furniture merchandising. H. W. Patterson. Good rates, Acc. Query.

Furniture Journal, The, 666 Lake Shore Drive, Chicago. (M-35) Trade articles. Lee S. Arthur. Fair rates, Pub.

Furniture Record, 200 N. Division St., Grand Rapids, Mich. (M-30) Articles on furniture merchandising, advertising, display, radio merchandising in furniture stores. K. C. Clapp. 1c, photos \$1, Pub.

Garment Saleswoman, The, 416 Auditorium Garage Bldg., Cleveland, O. (M) Articles on sale and display of women's wear, personality sketches, etc., up to 1000. F. C. Butler. $\frac{1}{2}$ c, Pub.

Giftwares, 1181 Broadway, New York (M-20) Illustrated articles on operating gift and art shops 500 to 1200. Lucille O'Naughlin. 1c, photos \$3, Pub.

Good Hardware, 79 Madison Ave., New York. (M-10) Illustrated idea articles 100 to 200, hardware trade articles 1200 to 1500, photos, trade jokes. Ralph E. Linder. 1c to 2c, Acc.

Hardware & House Furnishing Goods, 1606 Hurt Bldg., Atlanta, Ga. (M) Trade miscellany, Southern dealers. $\frac{1}{2}$ c, Pub.

Hardware & Implement Journal, 1900 N. St. Paul St., Dallas, Tex. (2M) Trade miscellany. $\frac{1}{2}$ c, Pub.

THE AUTHOR & JOURNALIST

Hosiery Retailer, The, 166 Essex St., Boston. (M-25) Trade articles. James H. Stone Ind., Pub.

Hotel Management, 40 E. 49th St., New York. (M-25) Hotel operation articles, business building ideas, 100 to 1500. J. S. Warren. Ic, Acc.

House Furnishing Review, 71 Murray St., N. Y. (M-15) Merchandising articles 1000, biographies of house furnishing buyers with photo 300, fact items, fillers. Milton Byron, Asso. Ed. Ic, biographies \$7.50, Pub.

Ice and Refrigeration, 5707 W. Lake St., Chicago. (M) Ice-making, cold storage articles and news. J. F. Nicker-son. Ind., Pub.

Ice Cream Field, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated business-building articles for ice cream plants 750 to 2000. W. B. Savell. $\frac{1}{2}$ c to $\frac{1}{4}$ c, photos 50c to \$1, Acc.

Ideas for Printers, Lafayette, Ind. Short articles on selling printing. Roger Wood. Ic, Pub.

Industrial Retail Stores, 420 Lexington Ave., N. Y. (M) Articles on company or employee-owned stores 750 to 1500. Louis Spilman. $\frac{1}{2}$ c to 1c, news 40c inch, photos \$1 to \$3, Pub. and Acc.

Industrial Woodworking, 802 Wulsin Bldg., Indianapolis, Ind. Articles on methods for commercial woodworking es-tablishments. W. H. Rohr. Fair rates, Pub.

Inland Printer, 632 Sherman St., Chicago (M-40) Print-ing trade technical, business articles up to 4000. J. L. Frazier. \$10 page, Pub.

Institutional Merchandising, 40 E. 49th St., New York. (M) Experience articles on selling to hotels, restaurants, hospitals, clubs, schools 100 to 2000, fact items, photos. Loring Pratt. Ic, Acc.

International Blue Printer, 141 S. Dearborn St., Chi-cago. (M-30) Illustrated articles on successful blue-print plants up to 4000. James A. Greig. Ic, Pub.

Jewelers' Circular, The, 239 W. 39th St., N. Y. (W-25) Trade miscellany. $\frac{1}{2}$ c up, Pub.

Jewelry Trade News, 1505 Race St., Philadelphia. (W) Jewelry business articles, interviews, news. F. C. Emmer-ling. 1c, news $\frac{1}{2}$ c, Acc.

Keystone, The, 1505 Race St., Philadelphia. (M) Jewelry store management and merchandising articles 1000 to 3000; news of jewelry trade. H. P. Bridge, Jr. 1 to 2c, news 30c inch, photos \$1.50 to \$3, Pub.

Laundryman's Guide, 504 Bona Allen Bldg., Atlanta, Ga. (M-20) Illustrated business-building articles, steam laun-dries, 750 to 2000. W. B. Savell. $\frac{1}{2}$ c to $\frac{1}{4}$ c, photos 50c to \$1, Acc.

Leather Progress, 1 Park Ave., New York. (M) Arti-cles on uses of leather, photos. 2 to 5c, Acc.

Linens, 114 E. 32d St., New York. (M) Articles on linens, display, merchandising, interviews with buyers, news of market, inventions. L. J. Friedman. Ic, photos \$1.50 to \$3, Pub.

Luggage and Hand Bags, 1181 Broadway, New York. (M-10) Luggage retailing, display articles up to 2000. L. H. Ford. About 1c, photos \$3 to \$5, Pub.

Lumber Manufacturer & Dealer, 4660 Maryland Ave., St. Louis. (M-10) Woodworking technical, merchandising articles up to 1500; fact items on woodworking. Ralph T. McQuinn. 30c inch, Pub.

Manufacturing Jeweler, The, 42 Weybosset St., Prov-i-dence, R. I. (W-5) Jewelry business articles 1200. Wm. W. Lyon. $\frac{1}{2}$ c, Pub.

Meat Merchandising, 109 S. 9th St., St. Louis, Mo. Trade miscellany, Inc.

Men's Wear Salesman, 664 N. Michigan Ave., Chicago. (M) Articles on merchandising men's wear 1500. Percy James. $\frac{1}{4}$ to 2c, Acc.

Metalcraft, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on metal work. H. W. Patterson. Good rates, Acc. Query.

Millinery Trade Review, 1225 Broadway, New York (M-50) Trade miscellany. William Schack. $\frac{1}{2}$ c to 1c, photos \$2, Pub.

Modern Stationer, 1181 Broadway, New York. (M-25) Trade miscellany. David Manley. Ic, \$3 for photos, Pub.

Music Trade News, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instru-ments. Albert R. Kates. $\frac{1}{2}$ c up, Pub.

National Bottlers' Gazette, 233 Broadway, New York. (M) Bottled soft drink articles 1500 up, miscellany. W. B. Keller. $\frac{1}{2}$ c, Pub.

National Jeweler, 536 S. Clark St., Chicago. (M-20) Trade miscellany. F. R. Bentley. $\frac{1}{2}$ c to 1c, Acc. (Over-stocked.)

National Laundry Journal, 461 8th Ave., New York. (M-25) Laundry articles 1500 to 3000. M. F. Tobias. 23c inch, Pub.

National Printer-Journalist, 129 Michigan St., Mil-waukee. (M-25) Newspaper business and production articles, 1000 to 2000. John L. Meyer. $\frac{1}{2}$ c to 2c, Pub.

National Retail Lumber Dealer, Railway Exch. Bldg., Chicago. Trade miscellany. $\frac{1}{2}$ c, Pub.

Northwestern Confectioner, 405 Broadway, Milwaukee (M-20) Business articles featuring retail, jobbing, man-facturing confectioners 1000 to 1500. G. B. Kluck. $\frac{1}{2}$ c, Pub.

Northwestern Miller, Minneapolis, Minn. (W) Illus-trated milling articles 2000 to 4000, personality or his-torical sketches 200 to 1000, short-stories 3000, photos. Carroll K. Michener. Ic up, Acc.

Notion and Novelty Review, 1170 Broadway, New York (M-10) Notion and needlework department store articles; photos essential. H. S. Vorhis. Ic, Pub.

Office Appliances, 417 S. Dearborn St., Chicago. Articles on selling office equipment. Fair rates, Pub.

Oil Engine Power, 220 W. 42d St., New York. (M) Articles on oil engine uses. R. H. Ward. Ic, Acc.

Optometric Weekly, 17 N. Wabash Ave., Chicago. Trade miscellany. $\frac{1}{2}$ c, Pub.

Pacific Caterer, 601 Lloyd Bldg., Seattle, Wash. (M-20) Articles on successful methods in restaurants, new res-aurants, 500 to 1000. Paul V. Jensen. $\frac{1}{2}$ c, Acc.

Pacific Retail Confectioner, 35 N. Ninth St., Portland, Ore. (M) Trade-building articles for retail confectioners, soda-fountain owners 500 to 2000. F. C. Felter. \$5 page, Pub.

Packing and Shipping, 30 Church St., New York. (M-25) Illustrated articles on packing and handling merchandise 3000 to 5000. S. A. Wood Jr. $\frac{1}{2}$ c to 1c, Pub.; photos \$1 to \$2.

Petroleum Marketer, The, P. O. Box 562, Tulsa, Okla. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. Ic up, Acc.

Plumbers' and Heating Contractors' Journal, 239 W. 30th St., New York. (2M) Trade miscellany. Treve H. Collins. Good rates, Acc.

Power Plant Engineering, 53 W. Jackson Blvd., Chi-cago. (M-15) Power plant operation articles. Arthur L. Rice. $\frac{1}{2}$ c, Pub.

Printing, 41 Park Row, New York. (W-20) Human-in-terest articles, employer's viewpoint, 500 to 2000. Walter McCain. 27c inch up, Pub.

Printing Industry, The, 81 W. Van Buren St., Chicago. Practical printing articles 750 to 3000. Magnus A. Arnold. 1 to 2 c, Pub.

Progressive Grocer, 79 Madison Ave., New York. (M) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos, trade jokes. Ralph E. Linder. 1c to 2c, Acc.

Publishers' Weekly, 62 W. 45th St., New York. (W-15) Booksellers' miscellany. R. R. Bowker, F. G. Melcher. Ic, Acc.

Railway Mechanical Engineer, 30 Church St., New York. (M) Railroad shop kinks, photos. L. R. Gurley. 50c inch, Pub.

Restaurant Management, 40 E. 49th St., New York. (M-25) Restaurant operation articles 100 to 1500; bio-graphical sketches, human-interest articles, confessions with constructive slant up to 1500. Ray Fling. Ic, Acc.

Retail Druggist Illustrated, 250 Lafayette Blvd., Detroit, Mich. (M-15) Illustrated merchandising articles 500 to 2000, series, editorials 50 to 500, window display photos, advertising samples. George Wohl. Ind., Acc.

Retail Furniture Selling, 54 W. Illinois St., Chicago. (M-10) Articles on assignment only. K. A. Ford. Ic to $\frac{1}{2}$ c, \$2.50 for photos, Pub. (Correspondents employed.)

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-15) Large store management, retail business articles, illustrations. Wm. Nelson Taft. Ic, \$3 for photos, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (W) Idea articles for tobacco stores. H. B. Patrey. Ind., Pub.

Rock Products, 342 S. Dearborn St., Chicago. (M) Articles on sand and gravel plant operations. Ic, Pub.

Salvage, 150 Lafayette St., New York. (M-25) Articles on industrial salvage, utilization of waste products, 2000 to 3000, photos. Very low rates, Acc.

Savings Bank Journal, 11 E. 36th St., New York. (M-50) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. Ic, Pub.

Seed World, 1018 S. Wabash Ave., Chicago. (M) Articles on growing and merchandising seeds. W. L. Oswald. $\frac{1}{2}$ c, Pub.

Service Station News, 417 Montgomery St., San Fran-cisco. (M) Articles on service station operation. R. H. Argubright. Good rates, Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing, news items of factories. E. E. Cote. Ic, news $\frac{1}{2}$ c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 500 to 1500, verse on shoe repairing 1 to 4 stanzas, fact-items, fillers 50 to 100, jokes, epigrams. A. V. Fingulin. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Pub.

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Soda Fountain, The, Graybar Bldg., New York (M-15) Illustrated articles on business-building methods for soda fountains and soda lunches. 25c inch, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (2M-15) Trade miscellany. 1/2c up, Pub.

Southwestern Retailer, Progressive Merchant Pub. Co., Dallas, Tex. (M) Articles, interviews with successful retail dealers of Southwest. Joe Buckingham. 1/2c to 1/2c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Trade miscellany, illustrated reviews on merchandising, store arrangement, news reports on store activities. C. T. Felker. 1/2c and up, Pub.

Sporting Goods Journal, 101 W. 31st St., New York. (M-10) Sporting goods and Dept. store merchandising articles, trade news. H. C. Tilton. 1/2c up, Pub.

Starchroom Laundry Journal, 415 Commercial Square, Cincinnati, O. (M-25) Trade miscellany. A. Stritmater. Fair rates, Pub.

Taxi News, 220 W. 42d St., New York. (M-10) Short humorous or technical articles relating to taxicabs, brief humorous verse. Edward McNamee. Ind., Acc.

LIST D Juvenile Publications

American Boy, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Older boys. Short-stories 3000 to 5000, serials 40,000 to 60,000, fact articles dealing with older boy interests 50 to 4000, one-act plays, short poems. George F. Pierrot. 2c up, photos \$2, Acc.

American Girl, 670 Lexington Ave., New York. (M-15) Ages 12 to 18. Girl Scouts publication. Action, short-stories 3500 to 4500, handicraft, vocational, athletic articles 3000 to 3500. Miss Camille Davied. 1c up, Acc.

American Newspaper Boy, 722 S. Church St., Winston-Salem, N. C. (M) Short-stories of inspiration to newspaper carrier boys 1200 to 2000. Bradley Welfare. 1/2c, Acc.

Beacon, The, 25 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories 1800 to 2000; serials, verse, miscellany. Miss Marie W. Johnson. 1/3c, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany. 1/3c up, Acc.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 14 to 18. Short-stories 2000, serials, illustrated articles 100 to 1500, verse, miscellany. O. T. Anderson. \$3 to \$5 per M., Acc.

Boys' Flying Adventures, 1926 Broadway, New York. Thrilling short-stories 3000 to 7000 of youth's adventures in the air. Walter E. Colby. 2c, Acc.

Boys' Life, 2 Park Ave., New York. (M-20) Boy Scouts publication, ages 14 to 18. Out-of-door adventure, sport, achievement short-stories up to 5000, serials up to 30,000, short verse; articles up to 2000. James E. West. 1c up, Acc.

Boys' Weekly, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 10 to 15. Wholesome adventure short-stories 800 to 1200; serials 4 to 12 chapters, articles, verse; editorials 200 to 600; fact items, fillers 200 to 400, \$3 to \$5 per article or story; verse \$1 to \$2; photos 50c to \$1, Acc.

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2000 to 3000, serials 6 to 8 chapters 2500 each, scientific, success articles up to 500, success, curiosity, scientific news items, miscellany. D. C. Cook, Jr. 1/2c up, verse 10c line, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-35) Ages 2 to 12. Interesting, realistic short-stories and boys' material up to 1800. Rose Waldo. 1/2c to 1c, Acc. (Overstocked.)

Child Play, 2219 W. 110th St., Cleveland, O. (M-15) Ages 5 to 11, short-stories 500 to 1000, short verse; games for things to do and make. M. S. Schoenberger. 1c, Pub.

Children's Buddy Book, The, 93 Massachusetts Ave., Boston. (M-15) Scientific articles for young children, short-stories up to 1500, serials for boys and girls 8 to 9, wholesome humor, educational novelties. D. E. Bushnell. Up to 1c, Pub.

Children's Hour, The, W. Terre Haute, Ind. (M) Children's short-stories 1000 to 1500, verse, games, articles on child training for parents 1000 to 1500. Edna Lloyd Cannon. 1/2 to 1c, Pub.

Child's Gem, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Very young children. Short-stories up to 500; nature articles 100 to 300, short verse; \$1 to \$3 for stories, articles; \$1 to \$2 for verse, photos 50c to \$1, Acc.

Christian Youth, 327 N. 13th St., Philadelphia (W) Teen ages. Wholesome short-stories 2000 to 2200, fact items 300 to 1000, how-to-make-it articles, Bible puzzles, photos. Charles G. Trumbell; John W. Lane, Asso. \$15 a story, fillers \$6 M, puzzles \$1 to \$3, Acc.

Taxi Weekly, 54 W. 74th St., New York. (W-5) Illustrated taxicab industry articles up to 1500; news stories. H. A. Brown. \$2 column, Pub.

Title Talk, 507 W. 33d St., New York. (Bi-M-10) Tile articles 800 to 1000. Edwin G. Wood. 1c, Acc.

Toilet Goods, 18 W. 34th St., New York. Trade miscellany. 2c, Pub.

Toilet Requisites, 250 Park Ave., New York. Merchandising articles. Donald Cowling. 1c, Pub.

Tractor and Equipment Journal, 551 5th Ave., New York. (M) Selling stories covering tractors, power farming equipment. Kelvin Johnston. Good rates, Pub.

Western Wood Worker, 71 Columbia St., Seattle, Wash. (M) Articles on wood-working plant operations, illustrated interviews, Western locale, 1000. Nard Jones. 1/2 to 1c, Pub.

Wholesale Druggist, 291 Broadway, New York. (M) Concrete business articles. Jerry McQuade. 1c up, Pub.

Wholesaler-Salesman, 239 W. 30th St., New York. (M) Illustrated articles on plumbing and heating wholesale activities, management, personality sketches, etc., 1000 to 2000. Treve H. Collins. 1c up, Acc.

Wood Working Industries, 4th St. at Clinton, James-town, N. Y. (M) Technical wood-working management and production articles. H. W. Patterson. Good rates, Acc. Query.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500-3500, illustrated articles 1000 to 2500, fact items 200 to 1000. A. D. Moore. 1/2c to 1c, Acc.

Countryside, D. C. Cook Pub. Co., Elgin, Ill. (W) Family reading. Farm life short-stories 1500 to 2000, serials up to 18,000, articles, miscellany. Helen Miller Stanley. 1/2c up, Acc.

Dell Publishing Co., 97 5th Ave., New York. Unnamed magazine for boys 10 to 17, to be issued in January, 1929. Short-stories of school, sports, flying, etc., 2500 to 5000; flying serials. William Vogt, Inc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 4 to 8. Short-stories under 800, short articles, talks to mothers, illustrated verse. No fairy stories. David C. Cook, Jr. 1/2c up, Acc.

Epworth Herald, 740 Rush St., Chicago. (W-5) Young People, 16 to 25. Religious articles 1000 to 1500, short-stories 1000 to 2000, serials 40,000 to 60,000, short verse. W. E. J. Gratz. 1/3c to 1/2c, photos \$2 to \$5, Acc.

Every Child's Magazine, 416 Arthur Bldg., Omaha, Nebr. (M) Boys and girls about 12. Short-stories 2000; travel articles. Few fairy stories. Low rates, Pub.

Everygirl's Magazine, 41 Union Square, New York. (M-12) Camp Fire Girls' Publication; short-stories 2500 to 4000, novelettes 15,000 to 20,000, articles 500 for girls 16 to 18. C. Frances Loomis. Ind., 3 weeks after Acc.

Forward, Presbyterian Bd. of Christian Education. Witherspoon Bldg., Philadelphia. (W) Young People, high school age up. Short-stories 2500 to 3000, serials up to 8 chapters, illustrated articles, miscellany. 1/2c, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800, short verse. J. W. Owen. \$1 to \$5 per story, Acc., poems 50c to \$2.

Front Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young People, teen ages. Moral short-stories 2000 to 2500, serials 20,000 to 25,000, general-interest articles 1500 to 2500, verse, miscellany. O. T. Anderson. \$3 to \$5 per M., Acc.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Ages 12 to 18. Short-stories 2400 to 3000, out-of-door type, serials, articles, miscellany. 1/3c up, Acc. (Overstocked.)

Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 13 to 17. Short-stories 2500, serials 9 to 10 chapters, articles 100 to 2000, poems up to 20 lines. Erma R. Bishop. \$3 to \$5, Acc.

Girls' Companion, D. C. Cook Pub. Co., Elgin Ill. (W) Girls 13 to 17. Short-stories 2000 to 3000, serials 6 to 8 chapters 2400 each, illustrated articles 800, editorials 1200 to 1400 and under 800. David C. Cook, Jr. 1/2c, verse 10c line, photos \$1.50 to \$3, Acc.

Girls' Weekly, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 9 to 15. Adventure, achievement short-stories 1200, serials 4 to 12 chapters 1200 each, nature, religious verse up to 5 stanzas; information fillers 200 to 400; short editorials. Hight C. Moore. \$3 to \$5 per story or article; verse \$1 to \$2; photos 50c to \$1, Acc.

Girls' World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W) Ages 13 to 16. Short-stories 2500, serials, miscellany. 1/2c, Acc.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys, 10 to 17. Short-stories 2000 to 3000, serials 8 to 10 chapters, miscellany. 1/2c up, Acc.

THE AUTHOR & JOURNALIST

John Martin's Book, 33 W. 49th St., New York (M-40) Material for children under 10. John Martin; Helen Waldo, assistant. 1c, Acc. (Overstocked.)

Junior Christian Endeavor World, 41 Mt. Vernon St., Boston. (W) Short-stories 1500, serials, miscellany. Robert P. Anderson. ½c, Acc.

Junior Home Magazine, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles, miscellany. Bertha M. Hamilton. 1c, pub.

Junior Joys, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City, Mo. (W) Boys and girls 9 to 12; short-stories 1500 to 1800, serials 6 to 12 chapters, short miscellany. Mabel Hanson. 1/5c, Pub.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, illustrated; verse. ½c, Acc.

Juniors, M. E. Church South, 810 Broadway, Nashville, Tenn. (W) Brief short-stories, articles, poems, for younger children. Estelle Haskin, Katherine Tatom, Inc.

Junior World, Christian Bd. of Pub., 2710 Pine St., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000, serials 8 to 12 chapters, poems up to 16 lines, informative articles 200 to 600, jokes, skits, anecdotes. Hazel A. Lewis. \$4 to \$5 per M, Acc.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-8) Children 9 to 12. Short-stories up to 2500, serials, miscellany. Owen C. Brown. \$5 per M, Acc.

Kindergarten Primary Magazine, 276-280 River St., Maniste, Mich. (Bi-M-20) Ages 4 to 6. Short-stories, verse. Low rates, Acc.

Kind Words, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, teen ages. Adventure, achievement short-stories 1200 to 2000, serials 4 to 12 chapters: descriptive, biographical, historical articles 600 to 1800; nature, religious verse up to 5 stanzas. Hight C. Moore. ½c, verse \$1 to \$2.50, photos 50c to \$1. ½c up, Acc.

Little Learners, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 4 to 8, short-stories under 800, short articles, talks to mothers, illustrated verse. David C. Cook, Jr. ½c up, Acc.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia. Ages 12 to 14. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Older boys and girls. Illustrated descriptive articles, short-stories 3000 to 3500, serials 6 to 12 chapters. Fair rates, Acc.

Mayflower, The, Pilgrim Press, 14 Beacon St., Boston. (W) Children under 9. Short-stories 300 to 700, verse. Fair rates, Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, medium ages. Adventure stories 500 to 700. Rev. J. Helmer Olson, 112 8th St., N. Great Falls, Mont. ½ to ½c, Pub.

Onward, Box 1176, Richmond, Va. (W) Young people. Short-stories, serials dealing with character development and ideals. Louise Slack. \$3 to \$5 per M, Acc. (Overstocked.)

Open Road for Boys, The, 130 Newbury St., Boston. (M-15) Boys' interests. Making money, outdoor life, aviation, sport, adventure, school-life, humor, short-stories 2000 to 3500, serials up to 40,000, articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Acc. and Pub.

Our Little Folks, United Brethren Publishing House, Dayton, O. (W) 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to ½c, Acc.

Our Little Ones, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) Very little children. Short-stories 300 to 600; verse. ½c, Acc.

Picture Story Paper, 150 5th Ave., New York. Children 4 to 8. Short-stories 300 to 800, verse. ½c to 1c, Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories 400 to 800, verse. \$3 to \$4 per M up, verse 50c stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Boys 9 to 14. Short-stories 2200 to 2500, serials up to 8 chapters, miscellany, illustrated articles 800. 2/5c to ½c, Acc.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W) Girls, 9 to 15. Short-stories 1500 to 3000, serials 20,000 to 25,000, articles, miscellany. Wilma K. McFarlan. Fair rates, Acc.

Queen's Gardens, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Girls 9 to 14. Short-stories, 2000 to 2500; serials, articles 500 to 700, photos, miscellany. 2/5c to ½c, Acc.

Ropeco Magazine, Rogers, Peet & Co., 842 Broadway, New York. (M-Gratis) Boys 5 to 16. Adventure, animal boy interest short-stories, articles, jokes, miscellany. Miss L. F. Roth. 2/3c, Acc.

St. Nicholas, Century Co., 353 4th Ave., New York (M-35) Boys and girls, 12 to 18. Short-stories 1500 to 3500, serials, informative articles, verse. George F. Thompson. 1c up, Acc. and Pub. (Overstocked.)

Storyland, Christian Bd. of Pub., 2712 Pine St. St. Louis. (W) Children under 9. Short-stories 300 to 1000. "Things-to-do" articles 300, poems 4 to 12 lines, simple puzzles. Hazel A. Lewis. \$4 to \$5 per M, Acc.

Sunbeam, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Little folks. Stories up to 500, verse. ½c to ½c, Pub.

Sunbeam, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Children under 10. Short-stories no more than 400 with illustrations. Fair rates, Acc.

Sunshine, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Children under 10. Short-stories not more than 400. Fair rates, Acc.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys, 9 to 15. Wholesome adventure short-stories 2000 to 3000, serials of character development 20,000 to 30,000, articles 500 to 1200, editorials 200 to 500, verse 12 to 20 lines, fact items. Alfred D. Moore. ½c up for articles, fiction 1c up, verse \$2.50 to \$10, photos \$1 up. Acc.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls, 10 to 17. Short-stories 200 to 3000, serials 8 to 10 chapters, articles 1800; miscellany. ½c up, Acc.

Watchword, The, Otterbein Pres., Dayton, O. (W) Short-stories, moral tone, miscellany. Low rates, Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-20) Children 6 to 12. Uplifting short-stories 800 to 1200, serials 2500 to 6000, verse, puzzles. Imelda Octavia Shanklin. Up to 1c, Acc.

Wellspring, The, Pilgrim Press, 14 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories, serials, verse, miscellany. 2/3c, Acc.

What to Do, D. C. Cook Pub. Co., Elgin Ill. (W) Boys and girls 9 to 12. Short-stories 2000 to 2500, serials under 6 chapters 2500 each, articles, editorials up to 800. Helen Miller Stanley. \$5 per M up, Acc.

Young Churchman, The, 1801 Fond du Lac Ave., Milwaukee, Wis. (W-5) Material for boys and girls 10 to 15. Pearl H. Campbell. Moderate rates, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, anti-tobacco, character-building articles and short-stories up to 1500; puzzles. Edith Grier Long. Moderate rates. Pub. No payment for verse.

Young Israel, 11 W. 42nd St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest. 1200 to 1500, verse (overstocked). Elsa Weihl. Under 1c. \$3 to \$5 per verse, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) 17 years up. Short-stories 2000 to 3000, serials, articles, miscellany. Owen C. Brown, ½c, Acc.

Young People's Friend, 5th and Chestnut Sts., Anderson, Ind. (W) Educational, ethical articles 2000 to 2500, short-stories 2500, editorials 50 to 100. L. Helen Percy. ½ column, Pub.

Young People's Paper, 1816 Chestnut St., Philadelphia. (W) Feature and inspirational articles under 1500, short-stories to 3000, serials 13,000. Boys and girls, teen ages. \$4 to \$5 per M, Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls, 17 to 25. Short-stories 2500, serials up to 8 chapters, illustrated articles, miscellany. Helen Miller Stanley. \$5 per M up, Acc.

Youth's Companion, The, 8 Arlington St., Boston. (M-20) Family reading, boys and girls all ages, short-stories, serials, complete novels, miscellany, verse. Harold Powell, Jr. 1c to 3c, Acc.

Youth's Comrade, The, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City. (W) Boys and girls, high-school age and up. Short-stories 2000, serials, articles, miscellany. Low rates, Pub.

Youth's World, Am. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (W) Boys, teen ages. Short-stories up to 2500, serials 4 to 8 chapters 2500 each, articles 100 to 1000, editorials up to 500, fact items 50 to 100. Owen C. Brown. ½c, photos 25c up, Acc.

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THE S. T. C. NEWS

A Page of Comment and Gossip About the
Simplified Training Course and Fiction
Writing Topics in General

VOL. V, No. 12

DECEMBER, 1928

EDITED BY DAVID RAFFELOCK

MERITED PRAISE

S. T. C. Has Never Solicited Testimonials From Students, But Many Write

Praise given because one feels it is merited, praise that comes from sincere appreciation, is something to cherish. The Simplified Training Course does not ask for testimonials from its students. The hundreds of letters that tell about the value of and results obtained from the S. T. C. training come unsolicited.

It is because those seeking in the dark for help with their writing problems may find in the S. T. C. what they need that excerpts from these letters are now and then printed. They serve to illuminate the way. What has been found of tremendous value by many writers may prove equally valuable to others.

"I am not given to flattery. If I were, I could use superlatives in saying what a good course the S. T. C. has proven to be for me. Let it suffice that I have never been sorry for investing in it, for besides showing me how to write, it has guided me in thinking about life as an author should think. Your suggestions and comments proved their worth by firing me to greater efforts. Now I can feel that I have been given the right direction, and that all I have left to do is to go ahead. Thank you for your sympathetic interest in me all along."—B. C. H., Alberta, Canada.

"I was pleased to have your letter of the 8th showing that the S. T. C. doesn't forget its negligent students. Let me take this opportunity to say that while I have not brought in a check yet, I simply must write. The S. T. C. has been more inspiration to me than all the short story classes, courses, etc., which I have attended or taken for the past ten years."—Mrs. M. R. S., Portland, Ore.

"I know that by the time I get through this course, if I have it in me, I will be able to write real man-stuff stories. I like your to-the-point comments and criticisms of my assignments in the first lesson group. You are making me see faults that I hadn't realized before."—B. M., Los Angeles, Calif.

UNIQUE CONTEST

A few stories for The S. T. C. News' unique short-story contest have been received. Manuscripts may be submitted until January 1, 1929, at which time the contest closes. No story is to have more than 500 words and it must be technically a short-story and not merely an outline, tale, anecdote, etc. The story must contain a struggle, a crisis and a climax.

As many stories as space permits will be printed. For the best story five dollars will be paid; second best, a year's subscription to The Author & Journalist; third, a copy of "Conscious Short Story Technique."

Contributors may submit as many stories as they wish.

A Word of Gossip With the Editor

Perhaps there is nothing quite so pleasant for a writer as to meet another writer. Last month I paid short visits to Santa Fe, New Mexico, and El Paso, Texas.

Santa Fe has been known for its artists and for its poets, but now it is becoming something of a center for writers, too.

I spoke before the Fiction Club, or the "Rough Writers," as they sometimes call themselves. The group is small, but highly productive. T. T.

Flynn is a young man turning out a great volume and a great variety of stories for the all-fiction market. Mr. and Mrs. E. W. Scott (S. T. C. students) are writing novelettes and short-stories for several of the detective magazines. S. Omar Barker is a regular contributor of fiction and verse to many publications. Carl Livingston (S. T. C. student) has already sold a little material, and has a vast and important background of fictional material. Mrs. Ruth Laughlin Barker, another member, has sold a good deal of non-fiction to leading magazines. Altogether, the Fiction Club may well be proud of its members.

Ray Nafziger, one of the most capable and prolific of the "quantity" writers, is back from Europe and living near Santa Fe.

Mary Austin has a large beautiful home built in the Spanish-Indian manner at Santa Fe. She will be one of the lecturers at the Writers' Colony next summer. As Mrs. Austin has written almost every type of literary material she is capable of giving a most practical talk to writers.

From Santa Fe, I went to El Paso. I was asked to talk at the Writers' League, and was more than pleasantly surprised to find a group of about forty writers. Considering that El Paso has a population of perhaps less than 50,000 Americans, it is indeed a surprise to find there so large and active a group of writers.

Eugene Cunningham is El Paso's outstanding fiction writer. Eastern editors state that he is one of the ten most prolific writers in the United States—and in this day of enormous production, that is quite an attainment.

Mr. Cunningham has built for himself a spacious single-room building, nearby his home, for a workshop. In this well-ventilated, comfortable place, he writes his stories on an electric typewriter. On the walls are original drawings used as headings for some of his stories, photographs of famous western characters and other pictures which carry an atmosphere in harmony with the stories he writes.

There are several S. T. C. students in El Paso who are showing a good deal of promise. Those who are fortunate enough to have the supplemental stimulus of the Writers' League will undoubtedly find success not far ahead.

And returning home, I am reminded that Denver, too, has a most active group of writers. Going away gives one a new perspective and apprecia-

tion of home. There are half a dozen writers' clubs of various kinds here. The professional writers have no formal organization, but every Monday noon as many attend a dutch-treat luncheon at one of the large tea rooms, as care to come. Often the names of those attending read like a roster of the All-Fiction Four Hundred: William MacLeod Raine, George Cory Franklin, Chauncey Thomas, Arthur Hawthorne Carhart, Peter Perry, Allan Vaughan Elston, Stephen Payne, William M. John, members of the Author & Journalist staff, and others too numerous to mention.

S. T. C. STUDENTS MAKE MANY SALES

"You'll be interested to know that I sold a few days ago a story based on one of your assignments. I've forgotten the lesson number, but it was the one about the old crippled woman who discovered fire in the Home. Sold it to the M. E. publishing house in Nashville. Thanking you for your interest and help."—Miss N. F. L., Richmond, Va.

"September True Experiences carried a story of mine. The present issue (November) of Dream World carries what is undoubtedly my smoothest effort to date. They have re-titled it, 'When Love is Judge.' With renewed thanks for your kindness and interest."—Mrs. E. K. N., New York City.

"You may be interested to know that I took the introduction written as part of assignment 20 and the plot outlined in assignment 22 and sold the completed story to Sea Stories Magazine. I am finding your course very practical, interesting and valuable."—R. E. R., Oak Park, Ill.

"I didn't tell you, did I, that I finished off the introduction written for Assignment 21-a and sold the resultant story for \$30! The lessons on suspense I found extremely interesting and valuable."—A. I. T., Los Angeles, Calif.

"Just a word to let you know that I believe the Simplified Training Course has helped me to land more often. Since enrolling in the S. T. C. I have sold four short stories and one serial. 'The Big Yarn' has just been sold to Pioneer Tales, Chicago, for their new magazine, Two Gun Western Stories, with indications that another manuscript will be accepted provided two or three revisions are made. Naturally, I am very thankful to you and the S. T. C. I know I will get much good from the remaining lessons."—A. P. N., Milwaukee, Wis.

"I got a check from Street & Smith for 'Red Connolly's Return,' so 'Red's' troubles are now over. I ran it out from 5,700 words to 6,400 and sold it. I noticed today a short article of mine in Cowboy Stories (first December number), 'Cowpunching with a Block and Tackle.'—S. H. N., Carrizozo, N. M.

THE AUTHOR & JOURNALIST'S
LITERARY MARKET TIPS
GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

Boys' Flying Adventures, 1926 Broadway, New York, is a new flying magazine to be brought out by MacFadden Publications. Walter E. Colby, editor, writes: "The title clearly depicts the nature of the publication. It will be of thriller type, carrying hair-raising, blood-curdling tales of youth's adventures in the air. They must be crammed with action, thrills, suspense, and excitement, but all the action need not be in the air. Much of it can be 'on the ground,' so to speak, but some must, of course, be in the air, and the aviation background should be clearly visible all the while. Stories can be either third or first person and range from 3000 to 7000 words. A thorough knowledge of flying terms and technicalities is not necessary, but care should be taken that such terms as are used be correctly employed. Plots such as have used stagecoach and automobile can be developed around the air machine. Prompt decisions on manuscripts is assured and payment of 2 cents a word on acceptance."

The Chicago Daily News, 15 N. Wells Street, Chicago, "is hoping to be able to obtain, for use every week, a fiction story of from 1200 to 2000 words. These should be of 'short short-story' type; that is to say, they should be rapid in action and intense in effect, with either good plot value or humor of the more subtle kind. They may be varied in theme and should lend themselves readily to illustration. An urban rather than a rural setting will be preferred; but this does not mean that we want an endless parade of stories about the underworld. We do not want extreme realism or bitter tragedy, but at the same time we want stories which successfully portray modern American life, and we are going to get away from the slushy romances traditional to newspaper fiction. Of course we do not want problem stories or other stories unsuited to a popular clientele. We are thinking of a price of about 4 cents a word on publication for the present. This would include both first and second serial rights. This new weekly story will be additional to the daily stories printed at present and is to be paid for at a higher rate because much higher quality will be demanded." Herbert Davidson, feature editor, sends this call.

The Book League Monthly, 66 Fifth Avenue, New York, has appeared with a November issue. It will publish each month an outstanding new book prior to its appearance in cloth-bound form, and literary reviews. A communication from Issac Don Levine, editor, states that payment will be made for material used at 2 cents a word on acceptance.

26

Fawcett Publications, Inc., Robbinsdale, Minn., announce a minimum word rate for all their fiction magazines of two cents a word. This raise affects *Love Affairs*, *Triple-X* and *Battle Stories*. Checks are now mailed immediately on acceptance. Jack Smalley, assistant managing editor, writes "These policies have been put into effect to expedite the handling of manuscripts. While ten days has been set as the maximum time allowed for consideration of manuscripts a greater percentage are acted upon within three days. Located midway between the two coasts, Fawcett Publications at Robbinsdale, under this policy, are able to give checks to writers in most cases earlier than they can receive from New York. Contributors are requested to report to us immediately if ten days pass without receiving either a check or a rejection."

Everybody's Magazine, Spring and Macdougal Streets, New York, William Corcoran, editor, writes: "Here is a timely word regarding the editorial needs of *Everybody's*: The great majority of stories offered recently have been confined to four settings, Sea, West, Air and War. We are buying such stories constantly, of course, but we feel that many writers are unwisely stampeding with the crowd when they could profit handsomely by remaining by themselves in some less competitive field. Where are the good stories that could be written of the Congo, of the Andes, of Darien, of the Yukon, of the Caribbean, of Afghanistan, of the great Gobi, of Australia and the teeming islands of Malaysia? These are but names cited at random. Stories that are steeped in the color of such unfamiliar backgrounds are at a premium. Not the tongue-in-cheek, lightly-plotted yarn that could be transformed from a Chinese to a Western story by a few touches of the pen. Rather the story that shows knowledge of the setting and interest in it, however come by. Synthesis is a delicate word to handle, but General Lew Wallace was not in Rome at the time of Ben Hur, Bulwer-Lytton never saw ancient Pompeii, and Thackeray wrote his most glamorous novel when Esmond and the young Pretender had long been ashes. Mastery of background results in honest writing, and honest writing remains the chiefest ingredient in any story worth the accolade of cold type. *Everybody's* speaks for itself here, but it is only one of many magazines disposed to welcome the writer who has something new and unusual and worthy to offer."

Adventure Trails is to be the new name of *Danger Trail*, of the Clayton group, 80 Lafayette Street, New York, beginning with January, 1929.

Absolutely Unsalable

when I received them—yet, after my editing, these stories were sold to well-known publishers:

"The Demon Demonstrator"	Munsey's
"Greater Love"	I Confess
"Delta Justice"	Young's Magazine
"Fortitude"	Breezy Stories
"What's Wrong With Aviation?"	Collier's
"Derkelits" (Novel)	Dorrance & Co.
"Quits"	Ace-High
"A Matter of Honor"	National Sportsman
"Honor of the Force"	Danger Trail
"A Jekyll-Hyde Experience"	True Story

Dozens of other stories, classed as "hopeless" by critics and rejected repeatedly by magazines, were sold after revision to Blue Book, Argosy, Adventure, Black Mask, Blade & Ledger, 10-Story Book, Wide World, Western Story, Popular, Brain Power, Flapper's Experience, and others. If you are in need of literary assistance—criticism, revision, or sales—my service, backed up by ten years' experience, will give your work the best possible chance. Write for terms, etc.

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The Survey, 112 E. Nineteenth Street, New York, "is practically confined to material of interest to social workers, and it does not pay for contributors to send material to it," writes Arthur Kellogg, managing editor. *The Survey Graphic*, under the same editorship, is almost chronically overstocked, but uses educational articles of 3000 to 4000 words, paying for accepted material at \$10 a page, about 1 cent a word, on publication.

Farmer's Wife, 61 E. Tenth Street, St. Paul, Minn., in addition to articles of general and household interest, short-stories, and short serials, for adult readers, uses also short-stories for boys and girls, according to a note from F. W. Beckman, managing editor. Its rate of payment is 1 cent a word up on acceptance.

National Republic, 425 Tenth Street, N. W., Washington, D. C., writes that it does not purchase any outside material.

The New York Magazine Program, 108 Wooster Street, New York, is overstocked and not in the market for material, writes Barbara Blake, editor.

Home Circle, Louisville, Ky., writes that it has stories selected for months to come.

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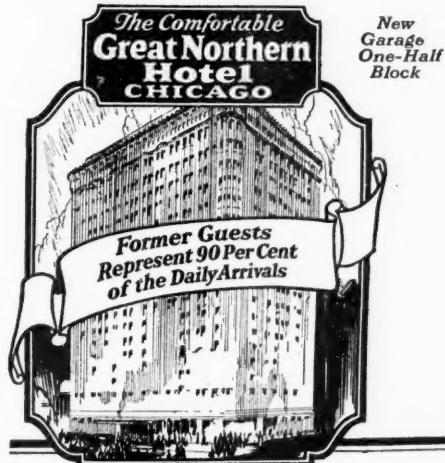
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THE AUTHOR & JOURNALIST

The Dell Publishing Company, 97 Fifth Avenue, New York, will launch a magazine for boys in January. The title has not been announced. William Vogt, editor, writes: "We are in the market for stories that will appeal to youngsters between 10 and 17. While we want all sorts of stories, we are especially desirous of having tales of school, sports, and flying. We want some short tales, 2500 words or a little less; others should run in the neighborhood of 5000. We are also looking for good flying serials." Payment, it is understood, will be at usual Dell rates of 1 cent a word or better.

Cabaret Stories, 1860 Broadway, New York, "is anxious to obtain stories along detective and adventure lines, whether hooked up with night club interest or not," writes B. L. McFadden, publisher. "Sub-titles of our magazine will hereafter be 'Detective and Adventure' as well as *Cabaret Stories*."

Panorama, 33 W. 42nd Street, New York, a new illustrated news weekly, "solicits contributions from competent writers, artists, and photographers. It is particularly anxious to obtain pictures of metropolitan life which are in themselves interesting stories, and interesting photographs taken in all parts of the world. We particularly desire short human interest articles, filled with humor, pathos and entertainment, about 2000 words in length," writes Herbert B. Mayer, editor. "Payment is on publication, which takes place within two weeks of acceptance, at rates determined by the value of the individual contribution."

The Greenwich Village Quill, 19 Stuyvesant Street, New York, is to be revived under the editorship of Henry Harrison on January 25th, 1929. Poetry, prose, and criticism are to be used, with preference toward a liberal point of view. No payment will be made for material.

Love Affairs, Robbinsdale, Minn., is anxious to obtain detective stories written in the first person with a strong love interest, in lengths from 5000 to 10,000 words. Payment is on acceptance at 2 cents a word. It also purchases courtship and marriage stories in the first person, and articles dealing with social problems of the day.

The Arena, 2739 Palethorpe Street, Philadelphia, is a new magazine launched by the publishers of *Strength*. It will be devoted to sports in general and boxing in particular. Weight lifting, baseball and wrestling are to be featured in illustrated articles and departments. Rates and methods of payment are not yet at hand. Its companion magazine, *Strength*, pays up to 1 cent a word on publication.

Reflex, formerly at 250 W. Fifty-seventh Street, New York, has moved to 8 S. Dearborn Street, Chicago. It uses articles of Jewish interest, essays, short-stories, novelettes, and verse, paying 1 to 2 cents a word on publication. Recently it has been slow in reporting on material, possibly owing to delays occasioned by moving.

The American Caravan, 257 Fourth Avenue, New York, an annual book-magazine issued by the Macaulay Company, will consider material submitted for publication prior to January 15, 1929. Novels, short-stories, plays, essays, and poems, of high literary quality, are assembled in this volume.

Brentano's Book Chat, 1 W. Forty-seventh Street, New York, is being enlarged, and will use a wider variety of material. It prefers articles and essays on literary topics under 2500 words, and pays on acceptance at 2 cents a word.

Magazine Feature Service, 2354 Park Avenue, Philadelphia, has been the subject of numerous complaints from readers who submitted material months ago but have received no reports. Writing to *THE AUTHOR & JOURNALIST* from Los Angeles, Charles Weisberg, editor, explains the difficulty as follows: "I am sorry that a trip to Asia delayed my reply to your letters. There has been an unlooked-for difficulty in our advertising tie-up in various countries, so that most of the MSS. submitted will be unavailable. If we can use some of them for American periodicals we will pay for them directly upon acceptance. We beg authors to be a little patient, and we will do all in our power to report upon every offering."

Sunset, 1045 Sansome Street, San Francisco, informs contributors that it is buying no fiction.

Genius Magazine, Reno, Nevada, which was founded upon the ingenious theory that authors would buy stock in the hope of having their manuscripts accepted by it, appears to have faded from the scene. Mail addressed to it is returned unclaimed.

Big Story Magazine and *Western Love Stories* are forthcoming new magazines forecast by the Clayton Publications, 80 Lafayette Street, New York.

Far West Stories is the new name of *Far West Illustrated*, 79 Seventh Avenue, New York.

True Confessions, Robbinsdale, Minn., in a letter from Jack Smalley, assistant managing editor, broadcasts an appeal for "some good strong confession stories. Stories should be written in the first person and confined to 5000 words. The first test is: 'Does the story ring true?' At least 75 per cent of the stories are told by women, but there is, just now, a need for stories in which the man is narrator. While sex is the motif, emotional appeal and heart throbs should be sought after rather than sexy situations. Please avoid stories which are essentially tragic. In addition, we offer an excellent market for articles dealing with sex and social problems, companionate marriage, etc. Payment at 2 cents a word."

The Aviator, Temple, Tex., apparently is slow in paying for submitted material. A correspondent reports (in November) that he has been unable to collect payment for a story featured in its September issue.

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Statement of the Ownership, Management, Circulation, Etc., Required by the Act of Congress of August 24, 1912, of The Author & Journalist, Published Monthly at Denver, Colo., for October, 1928

Before me, a notary in and for the state and county aforesaid, personally appeared Willard E. Hawkins, who, having been duly sworn according to law, deposes and says that the following is, to the best of his knowledge and belief, a true statement of the ownership, management and circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit: 1. That the names and addresses of the publisher, editor and manager are: Publisher, Willard E. Hawkins, 1839 Champa St., Denver, Colo.; Editor, same; Manager, none. 2. That the owners are: Willard E. Hawkins, Denver, Colorado. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: None. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holders appear upon the books of the company as trustees or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

WILLARD E. HAWKINS, Publisher.
Sworn to and subscribed before me this 4th day of October, 1928.

LILA G. WATSON, Notary Public.

My commission expires February 25, 1929.

NOTE: Since the above statement was filed the ownership of The Author & Journalist passed into the hands of Willard E. Hawkins and John T. Bartlett as joint owners and publishers.

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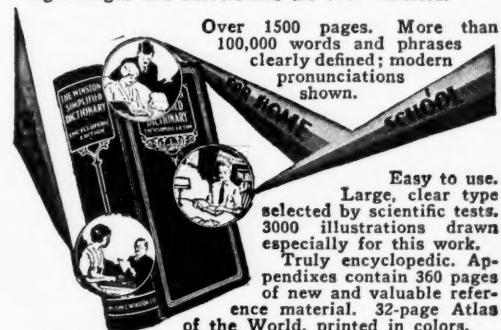
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Sea Stories, 79 Seventh Avenue, New York, sends the note that preferred lengths at present are 3000 to 10,000 words for short-stories, and not over 25,000 words for novelettes.

The Modern Priscilla, 470 Atlantic Avenue, Boston, uses needlework, homemaking, and crafts articles, and limits its fiction purchases to one short-story each month. Stella M. Bradford is editor. Payment is made usually on acceptance, but at no definite rate.

Boys' Monthly, 2219 W. 110th Street, Cleveland, Ohio, fails to report on submitted material or to answer inquiries regarding it, according to a contributor.

Prize Contests

The Atlantic Bookshelf, 200 Fifth Avenue, New York, announces two monthly awards of \$25 for ideas. "One award will be made to the librarian whose ingenuity has devised the plan best calculated to spread the gospel of greater and more intelligent use of libraries; the other to the person in the field of bookselling who has brought an approach to the business both interesting and potentially profitable."

The Rosicrucian Fellowship, Oceanside, Calif., offers five prizes for manuscripts on mystical subjects. Closing date, February 1, 1929. Prizes are \$35, \$25, \$15, and two of \$5. Subjects may be: 1—Mystical stories and interesting personal experiences bringing out some phase of occult teachings; 2—Philosophical articles on mysticism, occultism, philosophy, religion; 3—Astrological articles; 4—Scientific diet and health. "We do not accept articles on crystal gazing, mediumship, or other negative forms of psychic development." Manuscripts must contain not less than 2500 words. Write "Manuscript Competition" at top of first page, with name, address, and number of words.

Campaign Headquarters, 705 Third National Building, Dayton, Ohio, (an association of baby chick hatcheries) announces \$10,000 in prizes for best letters on "Why it pays to buy chicks from a hatchery." "Just put down your reasons for buying hatchery chicks. Write to hatcheries for literature. We have a free book that may help you—write for it. Mail letter on or before February 28, 1929. There are 41 cash prizes, one of \$5000, one of \$2000, one of \$1000, and others ranging down to \$25. Everybody eligible except hatchery men, their employees and families. Letters should not exceed 300 words. Write on one side of paper only. Put name and address on upper left hand corner of each sheet. Mail letter to Contest Editor, as above. For free booklet, address 45 Third National Building."

Successful Farming, Des Moines, Iowa, in its November issue publishes two pages of pictures of flowers and offers fifty prizes, ranging from \$50 to \$1 each, for letters giving the most correct names of these flowers. Contest closes January 1, 1929.

The Alvin T. Simonds economic essay competition for 1928 closes December 31, 1928. The subject is "Reducing the Costs of Distribution." For the best essay by a business executive, a prize of \$1000 is offered, and for the best essay by a college senior, graduate student, or instructor of less than professor grade, a prize of \$500 is offered. Three typewritten copies of the manuscript may be submitted. The length must be between 3000 and 8000 words. A *nom de plume* must be signed to the essay, with an accompanying sealed envelope giving the author's real name, and address. Submit to Managing Director, American Management Association, 20 Vesey Street, New York.

The American Lithographic Company, Inc., through national magazines, offers a first prize of \$500, second of \$300, third of \$200, five of \$100 ten of \$25, and 100 of \$10 each, for best answers to four questions. Prizes will be awarded on merit of the practical suggestions given and not on literary excellence. Rules: Submit any package insert or description of any package insert, accompanied by letter of not more than 500 words covering opinions on the following four points: (a) "What additional information, if contained in this package, would be helpful to me—and why?" (b) "Would more pictures be helpful—What kind of pictures?" (c) "My general opinion of this package insert." (d) "How was it most useful to me?" Write name and address at top of letter. Letters must be received before midnight, December 31, 1928. Address: "P. O. Box 19, Madison Square Branch, New York."

The Farm Journal, Washington Square, Philadelphia, offers \$50 each for the best photograph submitted by February 1, 1929. The photograph must be taken by the sender, between November 1, 1928, and February 1, 1929. It may be an indoor or an outdoor subject. Any size print may be sent; enlargements are eligible. Write name and address plainly on back of print. Address Photo Contest.

The Yale Review, Yale Station, New Haven, Conn., announces a \$2000 annual award to the author "of that one of the contributions to the magazine whose article shall be deemed most deserving for its excellence." The field covered by the article will be designated in advance each year. The first award will be for an article dealing with "A Public Question in National or International Affairs." It will be selected by a committee of three judges from contributions published in Volume XVIII of the magazine, ending with the 1928 Summer issue.

Children, The Magazine for Parents, 353 Fourth Avenue, New York, offers prizes of \$15, \$10, and \$5 for best answers to problems of child training published monthly in the magazine. *Children* also pays \$5 for the best and \$1 for other recipes especially good for children. Address Recipe-A-Month Club.

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There is no irritating anonymity about Woolley's book. He gives names and prices. He tells, in detail, just how he carried out the assignment which brought the big pay. He goes into the business side, the contractual phase—usually an exchange of letters.

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There are business writers who, reading this book, will themselves find opportunities to write for "real money."



LENGTH

There is no one best length for business articles. In general, 1200 to 1500 words is standard feature size. Above 1500 words, taking publications as they come, the business writer will find very general cutting.

Of course, there are exceptions. An occasional story is so good that the editor, whatever the usual policy, is glad to run 1800 or 2000 words. And there are publications which like lengthy articles, as high as 2500 words.

Lengths of 600 words to 1000 words are frequently made with photographs into features.

There is extensive popularity now for very brief stories, 100 to 300 words.



CAN YOU HELP US ON THIS?

From Brooklyn, New York, an AUTHOR & JOURNALIST reader writes with a request for names of Jewish business writers. He is working on an assignment for a Jewish publication. Any information from readers on this subject will be appreciated.



Literary Market Tips

In the Trade, Technical, and Class Journal Field

The Home Economist and *The American Food Journal*, 468 Fourth Avenue, New York City, is primarily a magazine for home economics teachers and students, and aims to cover all phases of home economics work—food, health, nutrition, hygiene, home management, clothes, etc. "We publish articles along any of these lines, but such articles must be educational in character. We prefer those written by teachers telling of actual teaching experience. We buy some material, but most of it is contributed. We pay 1 cent a word for special articles."

Radio Merchandising, new address, 119 West Fifty-seventh Street, New York City, returned all manuscripts which had been held for possible editorial use, with the announcement that, pending a reorganization, publication would be suspended until January 1, 1929.

Distribution Economy, 420 Lexington Avenue, New York City, made its first appearance with the October issue. Frank H. Tate is editor and in view of the fact-policy of the magazine, it is best to study carefully the articles that have appeared and to query Mr. Tate before going ahead. "Commodity handling and movement from line of production to point of sale," is the key to material used. Facts, percentages, etc., are extremely important. Fair rates are paid on publication. This magazine is a division of Federated Business Publications, Inc.

The National Petroleum News, though most of its editorial matter seems to be prepared by the staff, will buy articles on the oil distributing business, paying about 1 cent per word on publication. V. B. Guthrie is managing editor.

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THE AUTHOR & JOURNALIST

Highway Magazine, Middletown, Ohio, writes that it is not interested at this time in articles dealing with irrigation, but will consider those on land drainage and road building and surfacing. The use of Armco corrugated pipe in connection with such a project gives an article added value, as the magazine is published in the interests of Armco products. It pays 1 cent per word and a dollar each for photos, on acceptance.

Stillman Taylor, editor, *American Stationer & Office Manager*, announces that this publication has been sold to and will be consolidated with *Office Appliances*, 417 So. Dearborn Street, Chicago. The October issue of *American Stationer & Office Manager* was its final appearance.

With its issue of Oct. 23, *Nugents Garment Weekly*, New York City, was discontinued as a separate publication. Its subscribers have been taken over by the *Dry Goods Economist*, 239 W. 39th Street, New York City, the editorial program of which will be expanded to meet the new conditions. C. K. McDermut, Jr., is managing editor of the *Economist*. One to 2 cents per word is paid for editorial matter.

Credit Monthly, 1 Park Avenue, New York City, is a market at excellent rates, 1½c and up, for articles—in a narrow field, relations between wholesaling or banking credit manager, and the debtor merchant. The article length favored is 1000 words, or thereabouts. Payment is on acceptance. Although number of manuscripts purchased is not large, this magazine should be considered as one open to the exceptionally well handled credit story. The editorial policy is not over-rigid, as proved by publication of a very interesting article covering credit of special interest to writers—advances by book publishers against royalties of a book not yet published and, for that matter, perhaps not even written. Rodman Gilder edits the *Credit Monthly*.

Spur, *Plumbers' Trade Journal*, *Motion Picture News*, and *Safety Engineering* are involved in a "submerged merger." The holding concern is known as the Angus Co., and Kenneth M. Goode, who recently wrote "What About Advertising?" a brilliant consideration of modern advertising trends, is chairman of the board. As with other recent mergers in the trade publication field, a minimum of disturbance of the individual magazine's policies is forecast. In fact, a definite tendency to decentralize the big consolidation is apparent. The Angus Company starts as a \$3,000,-000 corporation.

The Nation's Business, Washington, D. C., recently paid an AUTHOR & JOURNALIST reader \$100 for a feature dealing with wills, given a popular and constructive slant for business men.

Everybody's Poultry Magazine, Hanover, Pa., pays on publication for letters on poultry problems and conducts prize photographic contests for juniors. It has an editorial staff of five.

American Business Magazine, 236 W. 55th St., New York City, outlined to a Colorado correspondent a type of brief write-up desired. This write-up should receive the subject's O.K. Then, continued Myron A. Kesner, managing editor, "Where it is possible, we prefer to have, as our compensation, advertising copy to back up the article and give it more interest and value. On the other hand, there are times when extra copies of the magazine containing the article are preferred." The correspondent sought further particulars. Mr. Kesner wrote next, in part, "If you can write publicity articles concerning business firms or business executives, from a human-interest slant, in about 200 to 250 words, and upon completion sell these articles to the parties about whom they have been written, I believe we can get together and have you represent us. . . ." The department editor knows of no established business writer who would be interested in this proposition.

Radio Dealer, 10 E. 39th Street, New York City, has been discontinued.

John L. Meyer, managing editor, *National Printer Journalist*, 129-135 Michigan Street, Milwaukee, Wisconsin, writes the department editor that he has recently revised his manuscript files and has in each department and division a distinct separate folder for what he calls "paid material." *The National Printer Journalist* uses a great deal of material for which no payment is required, but also buys considerable quantity from professional writers. Heretofore, the former material would sometimes get into the files with articles received from professional writers, and, as the publication pays on publication, this often resulted in contributors' material being held far longer than the editor liked. Now, with the addition of the "paid" folder, for each division and class, Mr. Meyer hopes to be able to use matter contributed by professional writers much more promptly.

House Furnishing Review, 71-73 Murray Street, New York City, announces in its November 1st bulletin to correspondents that at the present time it is most in need of articles on the sale and display of electrical appliances, and articles embracing ideas that push the sale of house furnishings during the Christmas season. The editor states, "We do not cater to the furniture industry, except unpainted furniture which is now largely sold in the house furnishing department where the necessary paints, lacquers, brushes, etc., are sold. Our readers are the buyers of the house furnishing goods in the department stores, the hardware merchants selling housewares, and the strictly house furnishing stores. As our circulation is nationwide we are interested in receiving worthwhile articles from every state, also photographs of attractive window and interior displays."

Air Transportation, 1265 Broadway, New York, uses staff correspondence only. Business articles, when used, are written on assignment, writes L. A. Nixon, editor.

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